

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

4934

Vol. CXXIV, No. 1

NEW YORK, JULY 5, 1923

10c A COPY



*"Things which in hungry mortal's
eyes find favor."*

BYRON

THE advertising of Gulden's Mustard, the condiment supreme, is one delicious series of palate-tickling, gastric-juice-arousing visions of "things which in hungry mortal's eyes find favor."

Here smoke generous slices of tender, savory beef, roasted to perfection in a deep iron pot; potatoes, rich and brown; ripe yellow carrots; turnips, peas, and juicy onions, stuck with cloves—and Gulden's. There beckons cold, sliced ham, or corned beef, or deviled eggs—all with Gulden's.

Appetite appeal, couched in skillful word and illustration, carries the firm conviction that the mustard produced by Chas. Gulden, Inc., New York City, infallibly "makes the foods you like best, taste better."

Perhaps advertising is all that's necessary to make the whole world long to eat, or drink, your product, too!

N. W. AYER & SON
ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



“Tammany Hall’s” Little Scheme

The politician has learned, better than the business man, how to make the public think his way.

Every political battle develops dozens of claims and accusations. The more that arise, the more befogged the public. The astute campaign manager therefore tries to get the public clear on the one big vital point.

This is how he does it:

1. By boiling down the party platform to a single popular issue.
2. By summing up that issue in a single popular idea.
3. By putting that idea over.

Like the politician works his vote-getting campaign, the business-man must work his sale-getting campaign. He must boil his advertising down to a single idea. The bigger that idea, the stronger its sell.

The above is an extract from “Tammany Hall’s Little Scheme,” in THE INTERRUPTING IDEA for July. Complete copy will be sent to executives upon application.



FEDERAL
ADVERTISING AGENCY, INC.
SIX EAST THIRTY-NINTH ST., NEW YORK

Issued
Published
June 29

VOL. C

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5, 1923

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIV

NEW YORK, JULY 5, 1923

No. 1

The Paradox as an Aid in Selling

Successful Salesmen Who Literally Startle Men into Buying and Seeing the Necessity of Buying

By Richard Surrey

ON a recent trip out of town I came across an acquaintance of mine who has charge of one of the large advertising appropriations of the country. He told me he had just left a mutual acquaintance, a man I had known in the West some time ago, who represents a farm paper out there.

"I haven't seen Kane for years," said I. "How is he?"

"Fine. Top form, I should say. He's had me spellbound for over an hour."

"That's characteristic. I remember an evening in this hotel, several years ago, when he sat in my room and talked to me about 'soil drift' for two hours and a half. The funny thing about it was that I didn't want him to quit. And yet I never lived on a farm in my life, never want to, and never have been interested in farming."

"Yes," laughed my friend. "He's a good talker, an enthusiastic talker. But this was brand new stuff. What do you suppose he's talking about now?"

I hadn't an idea.

"Bees."

"Bees!"

"Yes, and it was mighty interesting—and refreshing—after all the stuff I get pumped into me about millions of bushels of wheat and thousands of carloads of livestock. We use about all the good farm papers, and I have their men in to see me pretty frequently. Many of them have about the same story—the immensity of the prairies—the huge crop—the big thousand-

acre farms. Always the same story: the bigness of it!—Size!—Millions of acres!—Grain as far as the eye can reach! And then this chap comes along and opens up with the little insignificant bee!"

"What did he tell you about bees?"

"Everything I guess. But really what interested me most was what he told me about the bees themselves—how they swarm—how they prepare special food for the queen—the flight of the queen—and all that sort of thing. Kane says a hive of bees will produce as much wealth as an acre of wheat. *One acre!* Can you imagine it? After the other chaps have told you about their 'millions of acres,' along comes Kane and gets you pop-eyed about *one acre*."

It sounded like a page out of Chesterton, whose paradoxes are known wherever the English tongue is read and written. I could imagine the huge man himself lumbering into the office of an advertiser and telling Kane's story in his own unique phraseology. For it is the chief characteristic of Chesterton that just when you expect him to tell you about something big he starts to tell you about something small. At the exact moment when he seems most concerned with sanity he propounds something which sounds like the wildest madness.

Almost everyone is familiar with his method. Here is a typical example of it:

The publisher said of somebody, "That man will get on; he believes in himself." And I said to him, "Shall I tell you where the men are who believe most in themselves? For I can tell you. I know of men who believe in themselves more colossally than Napoleon or Caesar. I know where flames the fixed star of certainty and success. I can guide you to the thrones of the Super-men. The men who really believe in themselves are all in lunatic asylums.

This is not merely a startling way of putting a thing; it involves a startling way of *looking* at a thing. It implies a change in the point of view; and not merely a change, but a complete reversal. It suggests that we must know what it feels like to be mad before we can properly appreciate what it means to be sane.

GETTING CLOSE TO THE PROSPECT BY BEING FAR AWAY

Such a reversal of viewpoint is of immense value to a salesman. We have already seen the effect it had on one of Kane's prospects. And it will work in any line of business. If a man has been interviewing salesmen all day long, the usual run of arguments and selling points begin to get pretty stale, and the caller with an entirely fresh viewpoint is apt to get a better hearing. To put it in Chestertonian phraseology—under such circumstances the farther a man gets away from salesmanship the closer he gets to making a sale.

A chapter a day from one of Chesterton's books provides the shortest cut to mental and verbal agility. A salesman who could acquire one-tenth of Chesterton's facility in paradox-making would make his canvass sound as interesting and amazing as a fairy story. And, what is more, he would make his own prosaic business of selling as wild an adventure as was ever narrated by George Barr McCutcheon or E. Phillips Oppenheim. What now seems to him like mere plugging at a monotonous routine, would then have the exhilarating freshness of an impossible dream.

You may think I am exaggerating; but see how Chesterton transforms the average, humdrum, stuffy home-life of the ordinary

wage-earner into a harlequinade of hilarity with a few strokes of his pen:

But of all the modern notions generated by mere wealth the worst is this: the notion that domesticity is dull and tame. Inside the home (they say) is dead decorum and routine; outside is adventure and variety. This is indeed a rich man's opinion. . . . But the truth is, that to the moderately poor the home is the only place of liberty. Nay, it is the only place of anarchy. It is the only spot on the earth where a man can alter arrangements suddenly, make an experiment or indulge in a whim. Everywhere else he goes he must accept the strict rules of the shop, inn, club, or museum that he happens to enter. . . . The home is not the one tame place in the world of adventure. It is the one wild place in the world of rules and set tasks. The home is the one place where he can put the carpet on the ceiling or the slates on the floor if he wants to.

Chapter after chapter of Chesterton's books contain examples of this refreshing topsyturvydom. He is always finding romance in the dullest spots, glowing colors in the grayest objects—the bottom invariably at the top. The wrong way of doing a thing is, for him, always the superlatively right way.

Some salesmen, of course, do possess this faculty of doing things with what a billiard-player calls "reverse English." I recall a distinctly successful example of the Chestertonian method in salesmanship.

A certain concern had been trying for years to win back a crusty customer whose business they had lost through some error or misunderstanding. They had never been able to find out just what was wrong, because their representatives were invariably greeted with a brutal display of temper. The former customer, whose name was Mitchell, simply glared and blared them out of his office.

Finally a newcomer to the staff decided to tackle him. He was given the entire history of the case. Some of the older salesmen told him what to expect, and the sales manager sent him forth with a parting admonition to "try and get on the good side" of the irascible Mitchell.

The new salesman sallied out with precisely the opposite intention. He may not have phrased it



A Rising Market

October 7, 1922, issue

(net paid circulation) 153,003

June 30, 1923, issue

(net paid in excess of) . . . 190,000

Three fundamental factors are responsible for this healthy circulation growth.

F i r s t—A growing interest in religious reading.

S e c o n d—A greatly improved editorial content.

T h i r d—A live, well-directed Circulation Department.

The Christian Herald

GRAHAM PATTERSON, Publisher

B I B L E H O U S E , N E W Y O R K

Watch the Christian Herald

to himself in true Chestertonian style, but his idea was to "get on the *bad side*" of the ogre, and he commenced his aggressive tactics the moment he entered Mitchell's presence.

He stood with feet firmly planted and in a decisive tone of voice announced who he was and the firm he represented. "The house tells me," he said, "that it's next to impossible to talk to you. They complain of not being able to straighten out anything they may have done to annoy you, because you won't tell them what got you sore in the first place. Now, I'm a new man on the staff, and I'm here to find out what the trouble is if it's humanly possible to do it."

Mitchell sat back and glared. "I prefer not to discuss the matter," he barked.

"But how are we going to straighten it out if you won't discuss it?"

"I don't know and I don't care," Mitchell cried, bridling up. "I don't care if it's never straightened out."

"Do you think that is a fair or reasonable attitude to take?"

The ogre rose abruptly and began pounding the desk. "Listen here, young man. I don't want to get mad about this thing; but if you keep pressing me I shall get mad. I don't want to discuss it."

DARED THE CUSTOMER TO GET MAD

"Mr. Mitchell," said the salesman, stepping closer and looking his antagonist straight in the eye, "I want to see you get mad. If you'll only get mad and spill the real cause of this trouble I'll be tickled to death. Because then we'll have a chance to straighten it out. Go ahead. Get as mad as you like. I'm old enough to take care of myself."

It is only necessary to add the obvious paradox that you can never be absolutely sure that a man won't hit you except when you invite him. Ask a man to frown and he laughs at you. That's what Mitchell did. He grinned sheepishly and gave in.

Chesterton, it must be remarked,

does not always open his assault in pugnacious fashion with a flat contradiction or an immediate reversal of some established opinion. The effects of his paradoxes are often heightened by the manner in which he leads up to them. Frequently he deludes you by a long preamble into believing that he agrees with some accepted convention, only to strike you more forcibly at the end with the shock of his violent disagreement.

Take the following for example:

Suppose some mathematical creature from the moon were to reckon up the human body; he would at once see that the essential thing about it was that it was duplicate. A man is two men, he on the right exactly resembling him on the left. Having noted that there was an arm on the right and one on the left, a leg on the right and one on the left, he might go further and still find on each side the same number of fingers, the same number of toes, twin eyes, twin ears, twin nostrils, and even twin lobes of the brain. At last he would take it as a law; and then, where he found a heart on one side, would deduce that there was another heart on the other. And just then, where he most felt he was right, he would be wrong.

This quotation reminds me of a remarkable sale made by a cash register salesman, whom we may call Bailey. A large department store in his territory, known as Parker's, was equipped with the overhead, centralized cash system. Bailey had never been able to meet Parker personally. The secretary-treasurer of the company had always stood between him and the proprietor. It was an old-fashioned concern, very complacent and dignified, satisfied with its cash system and supremely uninterested in cash registers.

Bailey determined that he must see Parker himself. One day he called at the store and sent in a message to the proprietor, giving a fictitious name, and representing himself to be a merchant from a neighboring town who had come over to investigate Parker's cash system before putting in one himself. He was admitted and stated at once that he had heard about the system in operation in the Parker store from so many people that he had thought it wise to

(Continued on page 153)

July 5, 1923



"Lookit! The old grind!"

"Say, Jack, Dick's got WBAP tuned in fine on his radio. Com'mon over and listen to the bird he's caught!"

"Nothing doing! This lesson's got to go back to the school to-night. Run along, children, and play with your toys. One o' these days I'll be hiring you guys to take turns catching Mars for me."

Every healthy boy expects to be a somebody in the world. Ofttimes the idea of exactly how he is going to get there is a bit obscure until some one points the way.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in All the World."

is teaching half a million youths, averaging 15½ to 16 years old, the lesson that "Life is real; life is earnest." The whole policy of this magazine is to set boys to thinking along right lines.

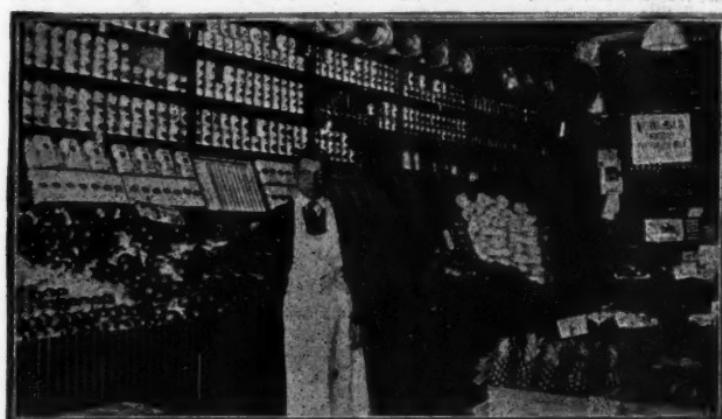
Correspondence schools will find readers of THE AMERICAN BOY already squaring their shoulders for the mantle of responsibility soon to fall on them. Your message of special training for bigger things will find fertile minds ready to accept it.

Sow in September—the school month. Let us have your copy not later than July 15th.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago



New grocery and fruit store at 3222 North Clark Street, Chicago

Would a new store *automatically* stock your product?

In Chicago on May 1st a new, independent neighborhood grocery store was opened. Among the initial supplies were stocks of the following products:

Aunt Jemima Pancake	Penick Syrup
Flour	Rinso
Baker's Coconut	Sun Maid Raisins
Brer Rabbit Molasses	Swift's Oleomargarine
Cream of Wheat	Swift's Premium Bacon
Fleischmann's Yeast	Swift's Premium Ham
Libby's Products	Swift's Sunbrite
Log Cabin Syrup	Cleanser
Lux	Yuban Coffee

All these products are advertised by the
J. Walter Thompson Company.

Most grocery stores that have been in business any length of time carry them. The initial order of a new, shrewd store, however, is very significant.

The opening of a new grocery store involves a considerable outlay in rent or purchase money, repairs or building, and new fixtures. A new proprietor is extremely conscious of the cost of all these items. On his initial stock of merchandise he must, therefore, get his money back at the earliest moment.

At such a time he takes no chance of tying up money in unknown products, as he might do on speculation at some later date. His initial stock of supplies will be made up of sure sellers—articles he knows his customers will demand or accept without question.

In the grocery, hardware, drug, dry goods, mechanical, and many other fields, it has been the privilege of the J. Walter Thompson Company to assist in building the reputation of products up to a point of leadership where they are automatically listed in the *initial order* of new stores.

We shall be glad to discuss similar opportunities for their products with manufacturers in any line.

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK CHICAGO BOSTON CINCINNATI
CLEVELAND SAN FRANCISCO LONDON

Beech-Nut Advertises the Democracy of Chewing Gum

Showing by Illustrations That Beech-Nut Chewing Gum Knows No Social Barriers

AS an important part of the Beech-Nut family, Beech-Nut chewing gum has had a steady sales growth over a period of years. Up to this time its advertising has never been on a national scale. With increased factory facilities and complete distribution, the time seemed ripe in June to stimulate sales and to

third pictures a golfing scene.

In this third poster the artist has produced a poster chock full of "friendly stuff" and has visualized the democracy of the product. A jolly golfer is waiting on the eighth tee for his predecessors to play their second shots. The bench bears evidences of having been cut by whittling pen-



PERHAPS WE HERE WITNESS THE PRESIDENT OF THE FIRST NATIONAL BANK OF WE WON'T SAY WHERE PROUDLY ADMITTING THAT HE CHEWS BEECH-NUT GUM

start a three-months' poster campaign on a large scale.

In about every important city and town in the United States and in addition a considerable number of cities and towns in Canada twenty-four sheet posters went up, to remain on display thirty days. In July a new poster by Frederic Stanley will appear for another thirty days, to be followed in August by a third poster, the painting for the latter being by Norman Rockwell.

The three posters are different in character. The first is educational, designed to acquaint consumers with the fact that the gum is made of pure chicle, by showing natives of Mexico gathering sap from the chicle trees. The second poster portrays health in the form of an active Boy Scout, and the

knives, the lines on the "425 yds" are just as the marker left them—everything is natural. A short-sleeved caddy with an old felt hat sits at the feet of the golfer. This man, dressed in the height of golfing fashion, might well be the president of the First National Bank. He is shown sharing his package of Beech-Nut chewing gum with the humble carrier of his clubs.

An active mail campaign to jobbers and dealers preceded the appearance of the first poster. This pointed out the value of tying up with the poster advertising in order to increase turnover. The sales force, also, has been active in acquainting dealers with the new advertising plans.

"In conjunction with the poster campaign," S. Van Wie, adver-

First in Iowa

The Des Moines Register and Tribune

Largest evening circulation

Largest morning circulation

Largest Sunday circulation

(exceeding next 5 Iowa Sunday news-
papers combined)

Most evening advertising

Most morning advertising

Most local advertising

(both evening and Sunday)

Most national advertising

Most classified advertising

*Lowest milline rates in
Des Moines and Iowa*

Write for your copy of "Iowa, America's Most Responsive Market"—a 24-page book packed with facts about Iowa, and town by town circulation statement for 1,000 Iowa cities and towns.

Represented by I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Sciaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Co., Pacific Coast.

tising manager of the company, said to a representative of PRINTERS' INK, "our representatives have been covering the country with a Beech-Nut chewing-gum window and counter-display campaign. Reproductions of the different posters are being distributed and displayed. These posters, of course, tie up the dealer's store where Beech-Nut chewing gum is for sale, directly with the large posters themselves, and influence the consumer to purchase at the

being received daily, and in several instances voluntary standing orders for Beech-Nut chewing gum have been submitted. The general tone of the letters from the jobbers indicates that they are alive to the situation and are going to secure their share of the results accruing from the campaign. Our jobbers are distributing to the retail trade in their outgoing mail miniature reproductions of our chewing-gum posters. These miniature reproductions



ANOTHER POSTER THAT PUTS THE STAMP OF APPROVAL OF THE WELL-TRAINED AND WHOLESOME BOY SCOUT ON THE PRODUCT

point of contact—right where the sale can be made. The retailers are especially interested in this display work for they realize that it is from the displays of Beech-Nut chewing gum in their own stores that they will reap the benefit from the poster campaign. The dealers are also appreciative of the fact that the turnover on Beech-Nut chewing gum is exceptionally rapid and that this product will show a quick pick-up and an active response to the advertising stimulant. We estimate that there will be approximately 20,000 Beech-Nut chewing-gum window displays installed during every month of the campaign, to say nothing of the unlimited number of counter displays that will be in evidence in every town, city and hamlet of the country.

"We find that our jobbers are giving their whole-hearted support to the poster campaign. Many encouraging letters are

remind the retailers of the campaign and the increased sales that can be expected. That is one function of the miniature reproduction. The other function is to likewise remind the retailer that the particular jobber from whom he receives the reproduction is stocking Beech-Nut chewing gum. In this way a chain of complete understanding is established between the jobber, the poster campaign and the retailer."

Minneapolis "Tribune" Buys "News"

The Minneapolis, Minn., *News*, evening newspaper, has been bought by the Minneapolis *Tribune*, which is published morning and evening. Publication of the *News* has been suspended.

Harvard Economic Research Bureau Appoints Batten

The advertising account of the Harvard Economic Research Bureau, Cambridge, Mass., has been placed with the George Batten Company.

Vision

Advertising is not for faltering feet, nor cold ones. Success is predicated on the ability to look ahead, and the courage to stick. If Rome, as alleged, was not built in a day, certainly business success cannot come overnight. The clients of J. H. Cross Company are successful because they set their goal, began modestly, then swerved neither to the left nor the right.

*Which of these books shall
we send you?*

How to Judge an Advertising Agency
Points on Merchandising Advertised Products
Through Department Stores
Merchandising Advertised Products
Through Drug Stores

J·H·CROSS^{co.}

General Advertising Agents
CROSS BUILDING, 15TH & LOCUST STREETS
PHILADELPHIA

Members:

American Association of Advertising Agencies

National Outdoor Advertising Bureau

Audit-Bureau of Circulation

A Declaration of Inter-dependence

ON INDEPENDENCE DAY, behind all the clangor of bells and boom of cannon, the idea that independence means playing a lone hand slips further into the limbo of outworn creeds.

In its place gradually spreads the belief that real growth depends upon the way a man treats all his fellow men—a national conviction given form in the "Declaration of Inter-dependence" in Collier's for July 7.

Everywhere in America men will read this new Declaration and find in it the expression of their own hopes and aspirations. This is the service which

Collier's holds as its highest ideal: to show how we may plan and work toward a better life for all; to print the facts which will help thinking people to come nearer their hearts' desires.

"Empires stand or fall, democracy wins or loses, knowledge grows or lessens, all by their hold on the hearts of men," runs the new Declaration. And likewise, the power of a magazine must wax or wane according to its ability to fill human needs.

Every week in more than a million homes wide-awake men and women find in Collier's a fresh perspective on the affairs about them. They provide the most responsive market for the national advertiser.

Collier's

THE NATIONAL WEEKLY

In more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

Well Introduced Is Half Sold

The reputation of merchandise must be carefully safeguarded. A good reputation once lost can hardly be regained.

Merchandise introduced into the Chicago market through the pages of The Chicago Daily News is assured not only the *attention* of the great majority of financially competent buyers in Chicago and its suburbs, but also of the *interest* and *confidence* that its readers extend to The Daily News itself. This interest and confidence induce *buying action*.

That The Chicago Daily News is the advertising directory and guide of the great majority of Chicago buyers is proved by the fact that The Daily News, year after year, carries a greater volume of advertising than any other Chicago daily newspaper.

For example, here are the figures for the first five months of 1923:

TOTAL VOLUME OF DISPLAY ADVERTISING PRINTED IN CHICAGO DAILY NEWSPAPERS FROM JANUARY 1 TO MAY 31, 1923

	LINES	COMPARISON LINES
The Chicago Daily News .	6,486,237	6,486,237
The Daily Tribune	5,007,614	5,007,614
The American	4,108,823	
The Daily Herald-Examiner	2,016,087	
The Post	2,033,254	
The Journal	1,902,089	
The Daily News' excess over the next highest score, that of the Daily Tribune		1,478,623

Success in this market is in no small degree a matter of being introduced and sponsored by

THE CHICAGO DAILY NEWS

First in Chicago

Why "Old" Products Sell Well after New Competitive Devices In invade the Market

Carpet-Sweepers, Sad-Irons, Graniteware and Horse Shoes, Are Typical Examples

By Roi B. Woolley

ACCORDING to the office pessimist, if there is anything certain about business these days, it is the uncertainty. Which may be just as true of advertising and merchandising as it is of business, or of woman, of whom it was first written.

To illustrate: even before the automobile had graduated from the "one-lung" class, certain wise-acres predicted the passing of the horse. Well, he may be passing, but he brings more per head, or per hoof, than he ever did. Try to buy one.

Years before the electric vacuum-cleaner industry had found itself, hasty prophets predicted the end of the carpet-sweeper and the banishment of the broom into the limbo of lost illusions, as Elbert Hubbard used to say. But today we see the sweeper factories working full blast, and as for brooms, I am informed on good authority that manufacturers cannot supply the demand, and that for the first time brooms are bringing around \$2.50, the highest price at which they ever sold, wholesale. And just look at the record of that brush factory up in Hartford!

Has there been a blushing bride within the last decade who hasn't attacked her culinary problems with supreme confidence, partly induced by the possession of a complete equipment of aluminum cooking utensils? Aluminum is as certain to be found in modern kitchens as oysters in oyster stew—more certain in fact. It may be acquired by way of the well-known and popular bridal shower, or it may be purchased. But acquired it is. An unverified estimate places at something under a million the number of deserving young men who have earned

college educations through summertime sales of aluminumware. Practically all of our institutions of higher learning have their 'alumini' as well as their alumni. We might hazard the guess that in some cases these bodies are co-equal and identical in fact.

But in spite of all the acres and acres of glistening, gleaming aluminum over which the Gold Dust Twins are wont to disport themselves, we have learned from the ruler of our own little kitchen that about once a month some of the housekeeping money goes for a piece of good old agate, or graniteware.

And we have failed to note that any manufacturer of agate or granite kitchen jewelry has boarded up his windows and gone out to hunt himself a job. The new has not displaced the old.

AND THE MAKER OF WASH TUBS HANGS ON

Several million electric washing machines are parked in American homes and institutions. They are highly efficient, easy to operate and even ornamental. The modern housekeeper, if she so desires, can stage her afternoon at home on a Monday, even though she be totally destitute of (or liberated from) a hired girl. All she need do is deposit the family wash in the good old Scrubbemup and switch on the current. For the rest of the day she is free to pour tea or trump her partner's aces, as fancy dictates.

The washing machine may be standing in a corner of the living-room where yesterday the Phonotorola's classic period architecture graced the scene. The washing machine is easy on the eyes. It is clean. It is nearly noiseless—

July 5, 1923

at least the hum and rumble of its mechanism is overwhelmed by the chatter of the lady visitors. This is housekeeping de luxe.

Certainly the washing machine is a wonderful invention. Everybody seems to be getting washers and boasting of them to everybody else. But—architects are still allotting space in their plans to set tubs! Metal is still being marcelled for washboards. And wash-ladies (yes, we have the deluxe wash-lady now) are as high priced as pinch-bottle nose varnish and as hard to get as tickets at a box office.

There has not been a falling off in the manufacturers of old-style tubs and boards; on the contrary there are more manufacturers of hand-driven, water-power and other new-fangled, as well as old-fashioned washing devices than ever.

Many years ago there was a company in the little town of then Canal Dover, Ohio—now plain Dover—which became famous as the maker of "asbestos sad-irons." Dover asbestos irons were the reliance of many millions of housewives. They are still, for that matter, in spite of the fact that today there are about thirty-five manufacturers of electric irons doing their best to replace all old stove-heated irons with their particular electrics. Even in many homes where the electric type is cherished, you will find a Dover "sad-iron" tucked away somewhere for use in an emergency, or as a doorstop, or being used in some other fashion. And while over a million and a half old, unwired homes are being converted to electrical energy yearly, while practically every new house is "electrified" and electric iron manufacturers and distributors compete madly with one another to sell the market 100 per cent on their irons, nevertheless up there in Dover, this particular factory is turning out stove-heated "asbestos" irons in ever-increasing quantities as the days pass, when, by all the laws, they should have long ago quit their manufacture.

Sixteen years ago C. T. Johnson Vea, head of the company, saw what he thought was the handwriting on the wall; he believed he could visualize the end of the stove iron. Electricity was, and is, so manifestly the proper fuel for household ironing that he felt the electric iron simply must soon displace its progenitor. And several other dabblers in electrical development felt likewise. That was sixteen years ago. Today he says that he considers himself lucky that he did not follow the suggestions of some of these extremists and at once dispose of the stove-heated iron part of his business. He came very near doing it; in fact, each year for many years, he has closely checked the volume of business done on stove irons with the growing demand for electric types, and each year he has been surprised at the way the demand for the old types holds up. This in spite of lack of all advertising on stove irons, and in the face of most energetic sales and advertising campaigns on the electrics.

THE OLD-STYLE IRON SELLS IN GREATER VOLUME THAN EVER

It may surprise particularly those persons whose conception of the bigness of this country is more or less formed by the confines of their own bailiwick, to learn that more old-style irons are being sold than ever before. It is a peculiar anomaly that in the case of this particular company, the sales of the old-style type have paid for the development of the new. The Dover factory is geared to turn out several million stove-heated irons per year, including the baby and toy types sold through the five-and-ten-cent stores, mail-order houses and the like.

Of course it is a foregone conclusion that the stove-heated iron must go. And right now it seems to be doing just that—going by the million, right through dealer and distributor to consumers, without any active sales promotion whatever.

What becomes of these millions and millions of old-fashioned irons

which are "stuffed," electric irons become yearly more and more numerous. Of course we are the average American, American, accept and we alone, We are speaking men etc., it is said, in the direction to one who the common modern THE D. FRON

Taken flannel the case false say that it would you to where they sit certain be retained. What we go the advertising saving virtue easier, work, seem to as rapidly as ways as the man is not while manufacturer of old washboards vond ready to come out it is not task to leave failure things" the old

1923

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PRINTERS' INK

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which the newer types of "asbestos," and the still newer types of electrics displace? Tell me what becomes of the billions upon billions of household pins made yearly and possibly I'll be able to answer you.

Of course the answer is plain—we have scant realization of the all-absorbing power of the American consumer! It is an American trait optimistically to accept "new things," innovations, and whatnot, not at face value alone, but at far more than that. We are essentially optimists—speaking generally—particularly men engaged in advertising. But it is seldom given to one generation to see the complete finish of one way of doing a thing, and the complete adoption of a more modern, more efficient method.

THE "DICKEY" AND THE FALSE SHIRT-FRONT WE STILL HAVE WITH US

Take the homely, hideous "red-flannel" undershirt and drawers, the old-fashioned "dickey" or false shirt-front. Would you say they are no more? Surely it would seem so. But I will take you to not one, but many stores where they are still sold—where they simply must be handled if a certain class of customers would be retained.

What is the answer? Where do we go from here? We find that the addition of household labor-saving devices does not fully convert the housewife to newer, easier, better ways of doing housework, nor does her day generally seem fuller of idle hours. Even as rapidly as new things, new ways are inaugurated these days, the metamorphosis or transition is not completed over-night. And while it is true that a manufacturer or distributor can hang on to old ways, and old products, beyond a point where he should readjust ways and means and come out with "something new," it is nevertheless a tremendous task to know when and where to leave off. In fact, the record of failure due to jumping into "new things" and "improvements over the old" seems to be fully as

great as the record of failures due to failure to know when to leave off the old and take on the new.

Of course the explanation of this apparent inconsistency in people is that the demands and requirements of educated people are constantly increasing. The things sufficient fifty years ago to give a person all of the primal necessities of life would not be at all sufficient today. We need hundreds of things that our grandfathers had no need for at all. What is a luxury today becomes a necessity tomorrow. And what is more, when some new need comes into our lives we do not by any means abandon the things that we have been using. It is easy to find numerous illustrations of this.

I have already mentioned the sad-iron. Even though a house is wired with electricity and an electric iron is used regularly in the household there is still a need in that household for the old-fashioned sad-iron. In the first place, a lot of women use the small sad-iron for ironing things that cannot be ironed by a large electric iron. Furthermore, there are still quite a large number of people who are afraid to use electrical appliances, such as electric irons. Many colored laundresses are in this class. Although there may be an electric iron in the house, these laundresses prefer to use a sad-iron. Sometimes the mistress of the household prefers to keep the electric iron away from the laundress because she gets careless with it, and by forgetting to shut off the current is likely to cause a fire. Again many persons do not care to use an electric iron during a thunder storm. These persons find the old type convenient on a stormy day.

Thus while theoretically we may look forward to the time when there will be no need for the old-fashioned sad-irons it is likely that the need for them will never be entirely eliminated.

When power lawn mowers were brought out many people immediately concluded that it would soon

July 5, 1923

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remove the old-fashioned hand mower from the market. I believe that there are more old-fashioned lawn mowers being bought than ever before. The explanation here is that the average place is not big enough for a power lawn mower and it is necessary anyway to have a hand mower so as to cut the grass in places that cannot be reached by the big mower. For like reason the invention of the hand mower did not do away with the need for an old-fashioned hand scythe. There are still many places where the scythe has to be used. Therefore, a complete equipment of garden tools for a fairly large place must include all three of these competitive devices.

THE NEW PRODUCT HELPS THE OLD-TIMER

Go into any field that you wish where a new invention is being promoted to the apparent detriment of the products formerly in that field, and you will find that the chances are that instead of hurting the old product the promotion of the new article is really helping the old timers.

Let us get back to the competition between aluminumware and graniteware for still another illustration. The reason aluminumware is not killing the sale of graniteware is because of the large multiplicity of pots, pans and other utensils that are needed in the modern kitchen. Our grandmothers were satisfied with a half dozen articles of this kind. The modern woman is likely to have several dozen such articles. There are shapes and sizes in kitchen utensils that are absolutely necessary according to modern requirements that are made in only one kind of ware. For instance, the square dishpan. I believe also that oblong pans for refrigerators are also made in only one ware. For this reason we may expect to see these articles, though essentially competitive, nicely supplementing each other in the same kitchen.

You would imagine that the extraordinary popularity of golf

would hurt other games. The contrary has been the case, however. Baseball is more popular than ever. Boxing, which for many years was in eclipse, has had a tremendous comeback these last few years. The old-fashioned game of croquet, which had practically disappeared from the lawns of the country, is now back on its feet in great shape. Even the throwing of horse shoes, which was once regarded as purely a "hick" pastime, is now being taken up and pushed by people living in the cities. Any person at all conversant with business can cite incidents of this kind until the cows come home.

I am inclined to believe with one prominent advertising man who was talking with a client who was worried about "saturation of his market." "Saturation" exploded the A. M., "there ain't no such animal!"

If there is anything certain about business today it is that no matter what new products and new markets are developed, old products still plod steadily along. The wail of "saturation" is too feeble an excuse for failure to steam up the merchandising and advertising activities to the point where, if they do not overcome increasing resistance, they at least meet it half way. I wonder if Abe Martin does not hit it right when he says of Americans generally, "Some folks would buy a giraffe if the payments was easy enough."

**White Motor Truck Account
with D'Arcy Agency**

The White Company, Cleveland O., maker of White motor trucks, has appointed the D'Arcy Advertising Company, Inc., St. Louis, to handle its advertising. General magazines, newspapers and automotive publications will be used.

American Druggists Syndicate with Frank Seaman

The American Druggists Syndicate, Long Island City, New York, has appointed Frank Seaman, Inc., to direct its advertising. Plans have been made for an advertising and merchandising campaign.

"Yes, business is good in Philadelphia"

Philadelphia's 16,000 manufacturing plants and 55,000 business places are all going full tilt, and The Bulletin Help Wanted columns are filled with calls for more workers.

All selling records were broken by Philadelphia's Department and Dry Goods stores, according to the last report of the National Retail Dry Goods Association, and retailers in all lines in Philadelphia are doing fine business.

Nearly every Philadelphia retail merchant that advertises uses The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

**"In
Philadelphia
nearly everybody reads
The Bulletin."**

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923 — 505,098 copies a day.

New York—814 Park-Lexington Bldg. (after August 1, 1923)

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Verree & Conklin, Inc., 681 Market St.

London—Mortimer Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright, 1923—Bulletin Company)

The Lubricant for



IF you sell through grocers, druggists, dry goods or general stores, 80% of your Oklahoma outlets are in the 412 of Oklahoma's 475 towns of less than 2,500 population. Moreover, 73% of Oklahoma's people live in rural districts. Not an easy market to develop unless some lubricant is provided for the distributive machinery.

Since its establishment four years ago, Retail Selling has been the chief influence at work for better merchandising in this market. From a modest eight-page beginning it has grown to a 20 to 32-page complete sectional business paper read by more than 5,000 Oklahoma merchants every month.

Editorially it is complete, practical and intimate. Every phase of retail store operation is covered

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Distributive Effort in Oklahoma

by such writers as Paul Findlay, Ernest Dench, Roger Babson, Thomas J. Kavanaugh and members of the staff. Theories and "puffs" find no place in the pages of Retail Selling.

As a compliment to its co-operation in increasing the number of local merchants associations from 23 to 58, Retail Selling has been designated official organ of the Oklahoma Retail Merchants Association.

Retail Selling goes into every county in Oklahoma, reaching the more progressive grocers, druggists, general store and dry goods merchants who pay \$1.50 a year for it.

Four years of pioneer educational effort have smoothed the paths of distribution and constructed a reader-confidence that both the manufacturer and distributor can capitalize effectively at low cost.

May we submit further information and sample copy?

RETAIL SELLING And The Oklahoma Retail Merchant

Box 984, Oklahoma City

PUBLISHED BY

THE OKLAHOMAN & TIMES ~ OKLAHOMA FARMER-STOCKMAN

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

The Dealer that Sells the Goods

DEALERS welcome dealer "helps" that sell the goods to the consumer.

Newspaper advertising influences the buying habits of 110,868 families, 90% of all the families in greater Milwaukee, and influences over 90% of the dealer preference in the same area. Newspaper advertising sells the goods. It is the most vital sales "help" that the manufacturer can give the dealers.

This is but one of the hundreds of important facts disclosed in the volume on Retailers Merchandising Policies in the Greater Milwaukee Market compiled by The Milwaukee Journal as a supplement to its six volume survey of this market.

Lines of Retail Trade Covered

Grocery	Drug	Hardware
Furniture	Shoes	Jewelry
Men's Clothing and Furnishings		
Electrical Appliances		

A complete survey of the retail situation in a market of a half-million people. Send for your copy—the charge of \$2.00 made only to partly defray cost of production.

**The Milwaukee
JOURNAL
FIRST - by Merit**



A Few of the Important Subjects Covered in This Survey

- the percentage of dealers in each line doing cash and the percentage of doing credit business.
- the percentage of dealers in each line who cut and do not cut prices to consumers.
- the number of dealers in each line who put in window displays, and the number of windows each week.
- the percentage of dealers in each line who prefer goods trade marked by the manufacturer or jobber.

A Railroad Finds Much to Talk About

Philadelphia & Reading, with Bulk of Mileage Confined to One State, Sets Out on Aggressive Campaign

PUBLICATION has been started in twenty or more newspapers throughout Pennsylvania of a series of display advertisements which indicates that one American railroad has become convinced of the value of positive copy, backed by a definite and progressive advertising policy. The railroad is the Philadelphia & Reading Railway Company and the present campaign, which is to be continued and possibly expanded, embraces a series of twelve advertisements of 1,600 lines each.

Railroads have been complaining about legislative interference for so long now that it has become an old story. The campaign now launched "by the Reading" is stated to be the outcome of the same general policy of opposition to any further governmental control, but the advertising point of view and the method have been fundamentally changed.

The response has been so much beyond what officials expected that in order to take advantage of it one of the advertisements in the series was run in a national periodical.

Heretofore the Reading advertising has been confined to mere notices of excursions, with few exceptions, as in the case of occasional defensive advertising. The new series is based on a lot of familiar philosophy; the fact that the denial never catches up with the libel, that the way to fight evil is with good, etc. Operating

on that theory, the Reading announced in a large headline in one of its advertisements that it is "The Busiest Railroad." The caption came under a drawing of a railroad yard showing a big locomotive in the foreground, with a string of freight cars stretching into



A Little Word on Coal

Nearly all the anthracite produced in the United States is mined in Pennsylvania.

It is a matter of no little pride that the Philadelphia & Reading Railway has had a large and commanding share in the developing of Pennsylvania's coal industry—transporting 15 million tons a year.

Railroads are now moving the greatest tonnage in their history. With the snows gone and the roads open weather, they expect to keep pace with the great flow of traffic this open weather.

But by October 1st the "peak" will be reached, when the great grain and agricultural movements are under way, and the railroads will be taxed to their limit in the Fall and Winter months, while traffic does not move so freely as during the open weather.

Co-operation on the part of the public—industries—manufacturers—etc., in storing Winter coal during the summer months, making available older cars in case of emergency demands, will mean a better satisfied public and more efficient railroad operation.

Your aid now in helping the railroads to catch up on the past few years of Government control and Legislative interference will quickly bring the reward of greatly improved transportation facilities.

Philadelphia & Reading Railway

Archie T. Rice
President

"Travel on the Reading"

"IT IS TO YOUR ADVANTAGE AND OURS," SAYS RAILROAD,
"TO BUY COAL EARLY"

the distance and signal towers and factory smokestacks in the background. Then came this message:

The busiest railroad in America today is the Philadelphia & Reading Railway. It is doing the largest business in its history—greater than during the war. Today, in the amount of tonnage handled, it stands fourth among all the railroads of the United States—regardless of size. And the remarkable fact is that this tremendous business is being handled with 3,000 less employees than was thought necessary during Government control—and handled more efficiently, too.

For instance, in our Port Richmond yards, four tracks branch out, fanwise,

July 5, 1923

into 139 other tracks—an example of compact, quick freight handling that has no parallel in the country. Our motive power and equipment today is in better condition than at any time in its history. We are fairly abreast of the times, because we know our problems—and are meeting them. We will continue to meet these problems, and to solve them successfully, if permitted to apply our trained knowledge free from outside interference. Is it not reasonable to suppose that the man on the job knows the job, or he wouldn't be on it?

This advertisement and all the others in the series are signed by Agnew T. Dice, president of the Philadelphia & Reading. The black diamond with "The Reading" in white which has become a Reading symbol appears in the lower left-hand corner.

In another advertisement the headline "For the Port's Good" leads to the story of a \$2,500,000 addition to the Port Richmond grain elevators. "Vital not only to the city and the State, but to the nation as well," says one paragraph in the story, "is the fact that the big need for this new grain elevator is being met by the railroad, and is about to be erected without Government or legislative advice—or interference."

The same subordination of the defense is shown in all the other displays. One of the advertisements is devoted to "One day outings," differing from the usual copy in that it advertises the whole excursion service, instead of a few specific points. Incidentally the public is let in on the railroad reason for outings, as follows:

The railroad, no less than any one of these 526,200 passengers (carried by the road in 1922 on excursions) was the gainer. For the one-day outing creates business on Sundays and holidays by utilizing what otherwise would be the railroad's idle equipment. In that way, the equipment is made to give maximum mileage and service.

The Reading in its general advertising is also taking cognizance of many recent statements to the effect that the American railroad has become too impersonal and de-humanized. It is making a consistent effort to get the public ac-



Two New Ferry Boats

To keep pace with the popularity of the Reading's pleasure services—so much up with the new engine, cars and Terminal facilities—two Ferry Boats shortly will join our fleet.

They are fast, underwater steel boats, with powerful propellers instead of side wheels. One boat is named "Cheslon"—the other "Ocean City"—and our sister cities by the sea should be proud of these boats as we are.

They cost us more to build than any of our other boats—and, odd though it may seem, the new boats, whose very shape suggests the speed of speed, are faster than the average pleasure boat.

They were ordered last year—indeed—because the increasing popularity of the Reading pleasure services makes them necessary. And these new boats form another link in our chain of improvement—long planned, and delayed only because of the thought of Legislative or Congressional interference with our plan for the betterment of our service.

Suspect that, notwithstanding, with superficial knowledge of your business, took your advice and proceeded to run them? Suppose you, with the expert knowledge of little help spent in meeting your problems, were told to sit back and mind your own business?

Naturally they should be remembered on your part. This railroad—which is committed wholly to serving you, comfortably and well—will do the same service of non-interference with its affairs as you would insist on in the conduct of your own business!

Philadelphia & Reading Railway
Agnew T. Dice
President

"Travel on the Reading"

SERVICE PERFORMED, UNDER PRIVATE OWNERSHIP, IS THE
UNDERLYING THEME OF ALL THE ADVERTISEMENTS

quainted with train names. The Boardwalk Limited to Atlantic City and the Wall Street Special to New York are examples. This policy is to be continued with the naming of other "crack trains." Not only in time-tables, but in such forms of advertising as fans bearing Reading copy for distribution in moving-picture houses, the names of trains and facts about them are being played up.

John Francis Redmond Dead

John Francis Redmond, managing editor of *Editor & Publisher* died at New York, on July 2 at the age of thirty-three. Mr. Redmond joined *Fourth Estate* as a boy, becoming managing editor in 1914. He joined *Editor & Publisher* in a similar capacity in 1918, and continued in that position until his death.

July 5

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July 5, 1923

"Conde Nast Pattern Group" Formed

The Conde Nast Publications, Inc., New York, has combined three of its publications into a group under the name of "The Conde Nast Pattern Group." The publications composing this group are the *Vogue Pattern Book*, *Le Costume Royal*, and *Children's Royal*. J. T. Ashbrook is advertising manager, and Allyn B. McIntire, Eastern advertising manager, of this group.

To Advertise Trade-Marked Evaporated Apples

C. C. Hall, Inc., Rochester, N. Y., manufacturer and packer of evaporated apples, plans a campaign on its recently trade-marked Blue Circle brand. This campaign, Alvah G. Strong, advertising manager, informs PRINTERS' INK, probably will start in the fall or as soon as distribution is secured in the markets of various cities in which it is planned to do local advertising.

Lumber Association Account for Ferry-Hanly

The Ferry-Hanly Advertising Company has been appointed to direct the advertising of the National Lumber Manufacturers Association with headquarters in Chicago.

Publishers Endorse Protest Against Pulpwood Embargo

The National Publishers Association, Inc., New York, has endorsed the protest entered by the American Paper and Pulp Association against the resolution passed by the House of Commons at Ottawa, Canada, on June 25, authorizing the Dominion Government to make regulations prohibiting the exportation of freehold pulpwood which is the raw material used by the paper mills of the United States.

The endorsement was signed by H. M. Swetland, president, and the eighteen directors of the National Publishers Association, Inc., representing over 200 magazines in various fields, consuming over 600,000 tons of book and magazine paper.

W. R. Hill, President, Sargent & Greenleaf, Inc.

W. R. Hill has been appointed president of Sargent and Greenleaf, Inc., Rochester, N. Y., manufacturer of bank safe and key locks. He was formerly sales manager of builders' hardware for The Yale & Towne Mfg. Company, New York. He had been with the latter company for twenty-two years. More recently he has been sales and advertising manager of The Isko Company, manufacturer of electrical refrigerating machines.

**The
George L. Dyer Company
42 Broadway
New York**

Western Offices
**76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Winchester-Simmons Findings on Distribution Cost Increases

Subject for Discussion at Dealers' Annual Convention

THE third annual convention of Winchester-Simmons dealers was held in the Chicago Coliseum from June 25 to June 28 with over 3,400 jobbers, dealers and factory representatives in attendance. With the exception of one half-day session, the program was devoted to a discussion of distribution problems, and to the holding of classes in store arrangement, display methods, retail advertising and accounting.

Dealers today demand a highly specialized service, L. E. Crandall, general sales manager of The Winchester-Simmons Company, told the company's wholesale and retail distributors. Most companies are willing to give service, he said, but every dealer ought to understand that service simply adds to the cost of distribution, and must be reflected in selling prices. "Determining where you are going to go and then deciding how you are going to get there are essential points to be considered in any plan of national distribution," he said. "We have budgeted our sales, budgeted them by breaking them into thirteen units and by months. Our salesmen have accepted this plan and they are using it intelligently to minimize the guesswork in business."

"Anyone can build a sales organization, get out catalogues and order books and fill the men with pep. But building one that is reliable is a different job. No one has yet found out what the particular faculty is that produces sales."

Mr. Crandall pointed out some of the practices that are adding to distribution costs, suggesting that the pendulum can swing too far in the direction of turnover. This turnover mania leads dealers to buy in broken lots instead of full packages. The large number of houses and salesmen working the trade has made the average order too small while it costs the manu-

facturer as much to make and fill a small sale as a large one.

Regardless of who makes the error, returning shipments for credit is expensive, Mr. Crandall said, if the goods can be sold by the dealer for an amount equal to the credit that would be received. No retailer should always keep merchandise wrongly shipped him, but where it can be sold, the dealer saves money by keeping it. Too frequent calls by salesmen raise distribution costs. If dealers can be educated to send their orders by mail, salesmen can cover more territory and the cost of sales will be lowered. Parcel post shipments are expensive. Usually the parcel post shipment is a small order. The cost of handling it is greater than the profit. "We want to give dealers increasingly better service," said Mr. Crandall, "but the dealer should know that service costs money."

Cooperstown Advertising Golf Match Won by Conklin

Ensign W. Conklin was the winner in the finals of the annual tournament of the American Golf Association of Advertising Interests which was held last week at the Cooperstown Country Club, Cooperstown, N. Y. Mr. Conklin defeated Charles G. Wright by 4 and 3. The winner finished with a medal score of 71, tying the professional record held by L. M. Rayner. Mr. Conklin has been the runner-up in the finals of the association's tournaments for the last two years.

In the semi-finals, Wright defeated O. Wood and Conklin won from J. A. Sullivan.

The summaries of the final matches were as follows:

First sixteen—Ensign W. Conklin defeated Charles G. Wright, 4 and 3. Losing eight—F. Nye beat J. A. Block, 2 up. Second sixteen—W. O. Smith defeated E. Kelley, 3 and 2. Losing eight—H. V. Proskey beat F. A. Sperry, 3 and 2. Third sixteen—R. L. Whitton defeated E. J. Murphy, 1 up. Losing eight—H. A. Murphy beat W. S. Bird, 4 and 3. In the ladies' finals, Mrs. C. W. Beck, Jr., defeated Mrs. R. Porter, 4 and 3.

At the annual meeting of the association W. S. Bird was elected president, succeeding Dr. A. R. Gardner.

1^o Indianapolis *is different*



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Marketing in Indianapolis is much simpler and easier than in a certain city, for example, where half the population lives an average of an hour and a quarter's ride from its place of business. In Indianapolis, people work near at home, live at home, and read at home.

The Indianapolis News



Frank T. Carroll, Advertising Manager
New York Office: Dan A. Carroll, 110 E. 42nd Street
Chicago Office: J. E. Lutz, The Tower Building

July 5, 1923

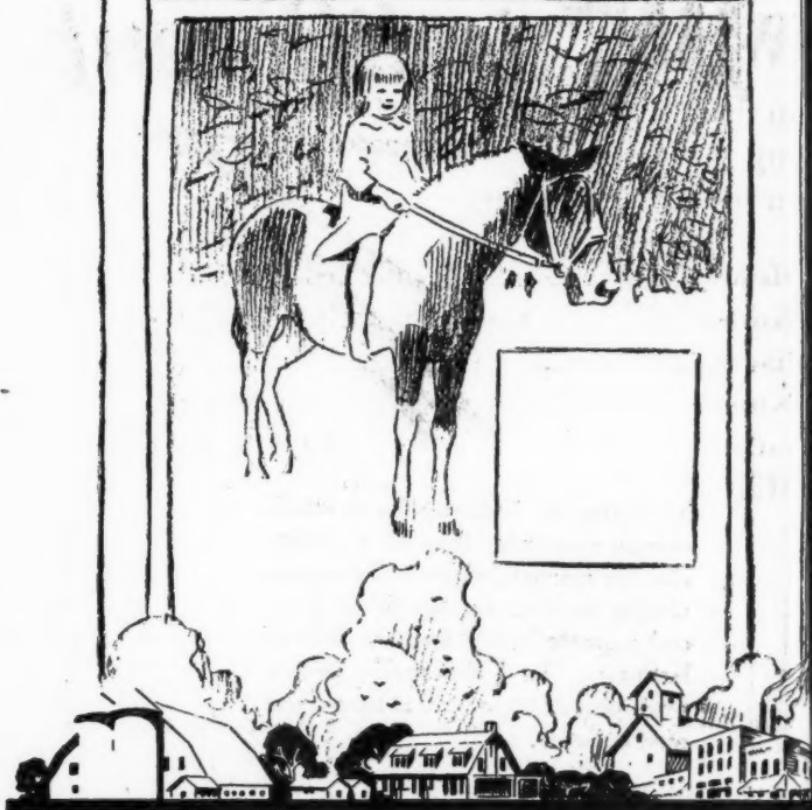
KANSAS SECTION CAPPER FARM PRESS

KANSAS FARMER AND MAIL & BREEZE

Volume 61

June 16, 1923

Number 24



Arthur Capper
PUBLISHER

THE CAPPER

Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

Dominance in Kansas

WHEN farmers and dealers are the most consistent users of advertising in their state farm paper, they are investing their money to express confidence in its pulling power.

Hence it is important to know that 24 Kansas dealers placed classified advertisements during June and that 777 Kansas subscribers used the advertising columns of the Kansas Farmer and Mail & Breeze in one recent issue.

*To get effective
coverage in Kansas
use the Kansas Farmer
and Mail & Breeze—*

the Kansas Section of the Capper Farm Press.

FARM PRESS *Marco Morrow*
ASST. PUBLISHER

Line Rate \$8.50 Milline Rate \$5.47

Nebraska Farm Journal-Missouri Ruralist
Pennsylvania Farmer-Ohio Farmer-Michigan Farmer

IT would cost you \$360,000.00 to send a letter, under two-cent postage, to every reader of The American Weekly.

It would cost you \$180,000.00 just to send them postcards.

And in The American Weekly you can tell them the story of your product in a full page, in colors, for only \$14,000!

4,400,000 people buy The American Weekly every week, and nearly 18,000,000 read it and buy from it.

This is more than twenty-five percent of all the English-reading people in the entire United States.

The American Weekly is the greatest advertising buy in the world, and its rates are proportionately the lowest.



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

If you want to see the color of their money, use COLOR—A.J.K.

Trade-Mark Suit Makes Coty a Firm Believer in Advertising

After Participating in More Than Twenty-five Suits Coty Decides to Use Advertising to Head Off Infringements

IN PRINTERS' INK for May 31, 1923, Gilbert H. Montague, of the New York Bar, in an article entitled: "Advertising a Trade-Mark Is Better Than Advertising a Trade-Mark Suit" explained how infringement difficulties could be headed off before they happened, with the aid of paid advertising. That Mr. Montague's contention was founded on sound business fundamentals, is evidenced by the recent decision of Coty, Inc., to lay plans for a nation-wide advertising campaign.

The 1923 appropriation will be more than \$300,000. The appropriation for advertising in 1922 was but a small fraction of this 1923 sum.

Due largely to the popularity which Coty's brands of perfumes have achieved in this country, the company has been required to bring more than twenty-five suits in various parts of the United States. A list of the various defendants would cover a half column of PRINTERS' INK. This litigation has been carried on in the Federal District Courts, the Circuit Court of Appeals, and, on several occasions, in the Supreme Court of the United States.

In all these suits, Coty has been uniformly successful. The company has quite effectively squelched the unauthorized use of its name or trade-marks on products not entirely manufactured or bottled by Coty.

As Mr. Montague pointed out, however, trade-mark litigation is a business calamity. One may become all puffed up over a legal victory, or a long string of them, but the outlay of time and money expended in even successful litigation frequently more than offsets the moral victory.

Consequently, Coty is projecting this year an extended national campaign of advertising. Previously, the company had been

a relatively modest advertiser. Now the appropriation is being greatly expanded and it is expected that the advertising will assist in fixing the Coty marks and packages more clearly in the mind of the feminine perfume connoisseur to the end that would-be infringers will realize the futility of attempting to trade on Coty's reputation.

The last suit from which Coty emerged victorious had as the other party in the case, the LeBlume Import Company, Inc. The first trial was before the United States District Court at New York. The decision, handed down by Judge Hand in March of this year, sustained Coty's contentions concerning its right to the exclusive use of the word "L'Origan." On June 19 the lower court was upheld by the Circuit Court of Appeals for the Second Circuit.

COMMON SENSE GUIDED THE DECISION

Unusual interest attaches to the case for the reason that the outcome depended so largely on whether the trade-mark laws were interpreted literally or liberally. In other words, would technicalities guide the decision, or common sense? With relation to the validity of Coty's registration of "L'Origan" in this country, Judge Hand of the District Court largely based his decision on the fundamental principle: "A word means what people understand it to say, and there is an end of it."

That phrase implies an extremely liberal view of trade-mark protection. It means the public is as much a trade-mark arbiter as existing statutes. It was this thought Mr. Montague sought to convey and it was because of this interpretation that he recommended consistent advertising as a method of insuring

exclusive ownership of a trade-mark or name. Advertising, it has been proved time and again, can mould public opinion. What could be more logical, then, than to use printers' ink to establish trade-mark rights in the final court of arbitration—the court of public opinion?

The details of the original suit as presented before Judge Hand were published on page 157 of PRINTERS' INK for March 29, 1923. Inasmuch as the arguments offered before the Circuit Court were essentially similar, repetition is unnecessary. A brief recapitulation, though, will aid in clarifying the points at issue.

It was in 1909 that Coty began to export toilet preparations to this country and it was then that he adopted the trade-mark "L'Origan." In 1919 the sales in the United States of Coty's "L'Origan" amounted to more than \$500,000. In 1920 they exceeded \$1,000,000; in 1921 they topped \$2,000,000, while during 1922 they passed the \$3,000,000 mark.

Coty, Inc., complained that the LeBlume Import Company, Inc., was attempting to infringe upon its registered trade-mark by importing from France into the United States perfumes designated as "Origan" with the intent of selling them in interstate and intrastate commerce throughout the country. LeBlume's perfumes were also marked "d'Heraud Bottle," and Coty, Inc. claimed the intent was to defraud the trade and the public into purchasing the goods of d'Heraud under the belief they were purchasing the genuine or original "L'Origan" brand. Coty, Inc. sought to prevent LeBlume from importing or selling perfumes or toilet preparations with the use of "L'Origan" or "Origan" or any other deceptive simulation.

In reply LeBlume denied "L'Origan" ever has been or ever can be a trade-mark for perfumes or toilet preparations. And here is where technicalities begin to put in appearance. In his American trade-mark registration Coty used

the English form of "L'Origan" which is "Lorigan." LeBlume contended, since Coty had registered the English form, he was not justified to protection of "L'Origan" and also that the use of "Origan" was no infringement.

In this connection the Circuit Court pointed out that a previous decision had held that "Uneeda" was infringed by "Iwanta" and that the makers of Steinway Pianos were held entitled to restrain a competitor from using the name "Steinberg Pianos" because of the general resemblance of the names. The court said: "It is not essential . . . that the word or name used be the same if it be so similar the purchasers would be liable to be misled."

The decision then discussed the fact that a perfume called "Origan" had been manufactured in Paris for over 100 years, which was before Coty's time. It also appears that many Parisian perfumers used the word, invariably putting their name after it. In other words "Origan" is a generic name in France.

THE COURT'S RULING ON A GENERIC TERM

Here the Court ruled:

"But the right of Coty to protect his trade-mark 'Lorigan' or his right to use 'L'Origan' upon his perfumes in the United States is not dependent upon whether he has any exclusive right to the trade-mark or to the trade name in France. It cannot be denied that the protection of a trade-mark in the United States is not to be defeated by showing a prior use of a like trade-mark in France, or in some other foreign country. It is not essential that one who claims protection of his trade-mark should in all cases be able to show that he first used it. The prior use of a mark by another in some foreign country is not fatal if the one claiming protection is able to show that he was first to use it in this country."

Manufacturers who have been denied registration because their trade names were descriptive may gain some comfort from the fol-



ANNOUNCEMENT

of a new group of publications combining a powerful influence on women who make or superintend the making of their own clothes or the clothes of their children, with a corresponding influence on professional dressmakers

THE CONDÉ NAST PATTERN GROUP

VOGUE PATTERN BOOK

*illustrating Vogue Patterns,
published six times a year*

LE COSTUME ROYAL

*illustrating Royal Patterns,
published twelve times a year*

CHILDREN'S ROYAL

*illustrating Children's Royal Patterns,
published six times a year*

Combined circulation, 125,000
Combined advertising rate, \$1,200



J. T. ASHBOOKE, *Advertising Manager*

ALLYN B. MCINTIRE, *Eastern Advertising Manager*

Condé Nast, *Publisher*

The Condé Nast Publications, Inc.
19 West Forty-fourth Street, New York City



lowing. It was claimed that Coty's trade-mark "L'Origan" was descriptive and so was incapable of registration. In this connection, the Circuit Court said: ". . . if the word 'L'Origan' used in the United States has come to mean a single scent coming from a single source and well known to the community, and the scent characterizes the name as much as the name the scent, it is entitled to protection.

"For it is entirely clear that if a word which in its primary sense is descriptive has nevertheless been used so long or so exclusively in a particular market by a particular dealer that his product in that market and to its purchasing public has come to mean that the article in connection with which the word is used is the product of a particular producer, it acquires a secondary meaning which is indicative of the manufacturer and the excellence of the thing produced and enables the manufacturer to assert an exclusive right in the word. So that a word although in its primary meaning descriptive and so incapable of registration may by long use in connection with the goods or business of a particular trader acquire a secondary meaning and come to be understood as designating the goods or business of the particular trader, and entitles him to protection by injunction."

Summing up, the Circuit Court ruled: "We are satisfied that upon this record the word 'L'Origan' was properly registered as a trade-mark. And the trademark having been properly registered it in our opinion protects perfumes marked 'L'Origan de Coty' from infringement. Perfumes marked 'Origan-Heraud' in the markets of the United States infringe and their sale here constitutes unfair competition."

From all this it will be seen that Coty has been given a rather clean bill of health. Like the Daniel Green Felt Shoe Company, however, which next fall will centre its advertising on its trade-mark, Coty intends to make

its position impregnable, if that is possible, by so advertising Coty and "L'Origan" that the two will become inseparable in the public's mind.

Helping the Mexican Government Get Tomato Growers to Advertise

ESTADOS UNIDOS MEXICANOS SECRETARIA DE RELACIONES EXTERIORES
MEXICO CITY, MEXICO,
June 22, 1923.

Editor of PRINTERS' INK.

I wish to thank you for your kind letter of June 12, and the different articles on the organizing of co-operative produce marketing associations.

These articles have given me quite a background as to the methods used in the United States and will enable me to better carry out my ideas and plans regarding the formation of the Mexican Tomato Growers' Association. When this is prepared and put into operation I shall write you about it.

Thank you again for your advice and co-operation, and if there is any information I can give you from this end kindly command me.

TEODORO A. GONZALEZ.

New Accounts with Tiffany-Bayless Agency

An advertising campaign in business and trade papers is planned by the A. Fricker Manufacturing Company, Cleveland, manufacturer of office specialties. This account has been placed with The Tiffany-Bayless Company, advertising agency of that city.

This agency also has obtained the accounts of The Electrovend Company, automatic popcorn and peanut machines, and the Beachler Instrument Company, blood pressure instruments, both of Cleveland. Campaigns in business and class publications are being conducted for these latter accounts.

Horace De Lisser Dead

Horace De Lisser, chairman of the board of directors of the Ajax Rubber Company, New York, and founder of that company in 1896, died at his home in New York on June 27. Mr. De Lisser was fifty-six years old. He was also president of the Rubber Association of America.

Business-Paper Campaign for Czechoslovakian Fair

A business-paper campaign is being conducted in the United States to interest manufacturers and importers in the Seventh International Sample Fair, which is to be held at Prague, Czechoslovakia, September 2 to 9.

Direct returns from private school advertising prove this greater advertising power of Cosmopolitan—conclusively.

THIS is the highest class of direct advertising, and the one severest test of a magazine's selling power. Returns must be immediate and tangible, resulting in actual registrations. *Cosmopolitan* brings returns, year in and year out, at a lower cost than any other publication.

*The Border of this advertisement is the distinguishing mark of *Cosmopolitan's* five services—Motoring, Schools, Food, Travel, and Druggist. It is the Border of Service.*

Cosmopolitan

America's Ablest Advertising Medium

35 Cents

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESPAHR
Business Manager

J. J. BARNETT
Western Sales Manager

July 5, 1923

July 5,

BY JOHN'S METHODIST
EPISCOPAL CHURCH BOYS
BAPTIST AND WESLEYAN BOY SCOUTS

IVAN LEE HOLT
ST. LOUIS

Mr. E. Lansing Ray,
St. Louis.

Dear Mr. Ray:

I want to express my interest in the sign at the corner of Kingshighway and McPherson. You have on it "Five Churches within two blocks of here". I realize the advertising value for the St. Louis Globe Democrat, but I also realize the advertising value of our churches. I want to thank you for this consideration.

Sincerely yours,
Ivan Lee Holt



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July 5, 1923

PRINTERS' INK

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After all— Here's a Real test of newspaper influence

"ADVERTISINGLY SPEAKING" the churchman is a larger influence in the community than many of us have realized. He represents the mass and the class. He needs everything that the mills of the world produce, and he has the money to pay for it. After months of research and actual door-to-door inquiry in St. Louis, a large religious body has established the fact that over 90% of the people of this community are adherents to churches. The Church is the largest single influence in the World.

It is significant that the *Globe-Democrat*, during the past sixteen months, has carried 42.2% (nearly half) of all of the church advertising in *all* of the St. Louis newspapers—a fine index of sound circulation. The churchmen of St. Louis have wisely chosen as their medium the paper which reaches the church goer. By following their example you can reach your best customers. It is no secret in St. Louis that the representative people here receive their buying urge through the *Globe-Democrat*.

Globe-Democrat

St. Louis' Largest Daily

We could not be satisfied
Unless we gave St. Louis
her BEST Newspaper

Record Tire Sales and Correction of a Record

The Hanes Rubber Company published in the automobile trade papers details of exceptional tire sales by their distributor in Lexington, Ky. Part of the credit was given to the Hanes newspaper advertising in the Lexington Herald but which actually appeared in *The Lexington Leader*.

The prominent advertising agency handling the Hanes Tire account authorizes us to publish this correction and writes April 16, 1923 in part as follows:

"We hope that this will aid you in correcting the false impression, which resulted from substituting the Lexington Herald in place of Lexington Leader."

From June 3, 1922 to November 29 the Hanes Cord Tire Distributor in Lexington sold exactly \$7,520.44 worth of Hanes Cords.

For producing results, *The Lexington Leader* is the leader in fact as well as in name.

THE LEXINGTON LEADER

Circulation Largest where Business is Greatest

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

New York Chicago Kansas City Atlanta San Francisco

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Keeping Track of Small Unit Sales in a National Selling Organization

An Analysis of a System Formulated by a Company with Sixty-nine
Years of Experience

By Carl E. Behr

Sales Manager, Paul F. Beich Company

THE sales problems of the wholesale confectionery manufacturer making a large number of items, should be of some interest to manufacturers of small merchandise sold in small units.

But in considering its sales lessons, the fact that the confectionery manufacturer has some very curious sales complications to unravel must be borne in mind. Take our own case as a specific example of what I mean.

We sell direct to the retailer in a territory tributary to Bloomington, which might be said to be a circle of one hundred and fifty miles or so, with Bloomington as the centre. In this territory we also sell wholesalers to a slight degree, but outside of that territory we sell wholesalers exclusively, including wholesale grocers, wholesale druggists, tobacco jobbers and candy wholesalers who are exclusively distributors or also manufacturers to a greater or less degree. Many of the other large manufacturers in the country similarly maintain a jobbing department for their own immediate territory and are therefore customers of other manufacturers for goods that do not compete with their own products. We are, therefore, selling wholesalers who may be also competitors of ours on a great many of our products, and where we sell retailers, a large proportion of them are indirectly competitors because of the goods which they make themselves and sell direct to the consumer.

The manufacturing retailer and the manufacturing wholesaler is at the same time a customer as well as a competitor of the wholesale candy manufacturer. For this reason even our best sellers may

be sold only to part of our prospects because the remaining ones make a similar item, but while these same prospects are competitors on this item they may be customers of another.

FREIGHT RATES AND COMPETITION ARE LIMITING FACTORS

In maintaining a selling organization covering the United States, we find business limited by freight rates, which in some instances would run almost 20 per cent of the selling price and, therefore, practically eliminate such items in those territories. In other sections, such as New England, for instance, our problem is one of competition from well-established manufacturers making extensive lines, and naturally giving better service and enjoying lower freight rates.

Therefore, out of a line of several hundred items, it may be possible to sell only a small proportion in highly competitive territory and a still smaller proportion where the high cost of delivery eliminates some five- and ten-cent articles.

Our problem, then, is to endeavor to have every sales representative sell everything in the line that competition and cost of delivery permits, and the methods and records that we use to keep track of sales are the ones that I suppose will interest manufacturers of merchandise that has a small unit sale.

In the first place, we keep a production record showing the amount of each product turned out during the month. This report is referred to the sales manager with special emphasis on those items or departments that are running under capacity and

for which additional business is desired. When this report shows a weakness on an item that is not due to causes that we consider beyond our control, we make a special drive on this piece, which may include all or only part of the following selling efforts:

- (1) Consumer advertising.
- (2) Business-paper advertising.
- (3) Direct-mail solicitation.
- (4) Intensive work on the part of the salesmen, aided, perhaps, by a salesmen's contest for new accounts as well as volume of business.

**COMPANY'S SALESMEN ARE BEHIND
THE ADVERTISING**

Our sales organization is always notified of any special advertising, whether to the consumer or to the trade, in advance. We, therefore, have no difficulty whatever in getting the enthusiastic co-operation of all salesmen in featuring items to be advertised.

Orders resulting from direct-mail solicitation are credited to the salesman the same as if taken in person, and this insures a close follow-up on firms that simply send inquiries.

Our biggest results from direct-mail advertising come from the additional interest which the salesman takes and the time saved by the salesman in selling such merchandise.

The above-mentioned methods apply to all special efforts on individual items, and our records indicating where this special attention is needed, come altogether from the production reports.

In order that our salesmen may not be inclined to skip the smaller or less profitable towns, we keep a record showing every city in a salesman's territory and, of course, this complete record shows every town with wholesale prospects in the United States. Opposite the names of the towns are ruled spaces for dates indicating in black ink when orders were turned in by salesmen, while mail orders are indicated in red ink. By glancing at any town, the sales manager can see in an instant whether personal or mail business from that

particular town has been active, and as the salesman comes in from his trips this record is shown to him. In many cases there is a satisfactory explanation. In other cases the salesman himself may not have realized how infrequently he had booked orders in the town in question.

Another record is kept indicating the number of orders turned in every day by each salesman. This is very simple, giving the dates of the month along the top of the card and the names of the salesmen down the left-hand side. In the corresponding ruled spaces, the number of orders turned in is inserted every day. A white space, indicating no orders on any particular day, is readily apparent.

All of these records are easily kept. Very little time, either for keeping the records or for checking the information, is required. They give us the amount of each of several hundred items produced during the month; the dates of the salesmen's calls on which orders were booked in every city; the dates on which mail orders were received from every city, and the total number of orders turned in by every salesman every working day of the month.

To check our total sales against those of the industry there are figures available that are compiled by various agencies within the industry itself. Then there is also the 3 per cent excise tax which is paid by all manufacturers, whether they sell the consumer, retailer, or wholesaler. In this way we can compare our own business with the total consumption of candy in the United States, because all of it pays the Government 3 per cent tax somewhere in its progress from manufacturer to consumer.

In addition to comparing our own sales with the candy industry in general, we watch with keen interest the total sales of candy contrasted with theatre admissions, which are also subject to tax, and other businesses whose reports on sales and profits are published in the daily papers and the business press.



Photograph by Baron de Meyer

AS CONTINENTAL fashion travels from one resort to another, Baron de Meyer goes with them to report for Harper's Bazar what these fashionables do—and wear. For the July Harper's Bazar he describes the exotic "Feria" of the Spanish nobility—perhaps the most truly aristocratic society in all the Europe of today.

Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

Pacific Coast Advertising Clubs Merge with World Association

THE Pacific Coast Advertising Clubs' Association has been officially merged with the Associated Advertising Clubs of the World and will be known in the latter organization as the Pacific district. This action was taken on the last day of the recent convention of the Pacific Coast clubs which was held at Spokane and reported in PRINTERS' INK of last week.

The merger eliminates Idaho, Montana and Arizona from Pacific Coast jurisdiction. The nineteen clubs of the Pacific district with their 3,034 members are to join the world organization and will be entitled to three representatives on the joint assembly of that body.

Don Francisco, manager, Los Angeles office of Lord & Thomas, was elected president of the new organization. Vice-presidents, the only other officers chosen, were: for Western Washington and Alaska, Arthur Wickman, Seattle; Eastern Washington, A. O. Loomis, Spokane; Northern California and Hawaii, Lon Cleaveland, Modesto; Oregon, W. S. Kirkpatrick, Portland; Southern California, Arthur Morse, San Diego, and vice-president at large and director of women's participation, Florence Gardner, San Francisco.

Farm-Paper Campaign for Pittsburgh Steel Company

The Pittsburgh Steel Company, Pittsburgh, Pa., will conduct a twelve-month advertising campaign on Pittsburgh Perfect and Columbia hinge joint fence. Agricultural publications will be used. This advertising will be directed by the W. S. Hill Company, Pittsburgh advertising agency.

Philadelphia "Bulletin" to Open New York Office

The Philadelphia *Bulletin* will open an office at New York on August 1. The staff in charge will consist of Frank Pita, John H. McMurtrie, and Joseph W. Simpson.

The Caples Company Advances George E. Ingham

George E. Ingham, account executive for The Caples Company, formerly the H. E. Remington Advertising Company, Chicago, has been appointed vice-president. He will make his headquarters at New York as manager of the company's office in that city, succeeding R. J. Weeks, who has resigned, effective August 1.

Lester J. Sholty, formerly with Merrill, Price & Company, as director of service, and the McKinney Company, Chicago advertising agencies, has joined The Caples Company as contact executive.

Stove Polish Account for Atlanta Agency

The advertising account of the Ever-shine Company, Atlanta, Ga., manufacturer of metal and stove polishes, has been placed with the Massengale Advertising Agency, of that city.

This agency also has obtained the accounts of the Ashe Hosiery Mills, Knoxville, Tenn., infants' hosiery, and the Allright Manufacturing Company, Rural Hall, N. C., wood and composition seats.

Myer Lesser, Advertising Manager, Warner Brothers

Myer Lesser has been appointed advertising director of Warner Brothers Pictures, Inc., New York. Mr. Lesser, who is president and treasurer of The Blaine-Thompson Company, Inc., Cincinnati advertising agency, will make his headquarters at New York and Cincinnati.

Death of David B. Clarkson

David B. Clarkson, publisher of mail-order books, died at Chicago, June 29. Starting as a book agent in the Southwest while a boy, he built a business of his own as a publisher before he was twenty-five. He finally gave up the policy of distributing his books by agents and carried on his business entirely by mail.

B. L. Emery, Advertising Manager, Chesebrough Mfg. Co.

B. L. Emery has been appointed advertising manager of the Chesebrough Manufacturing Company, Cons'd., New York, manufacturer of Vaseline products. Until recently he was with the London office of the Chesebrough company.

Shoe Account for Karrer Advertising Service

A. Fisher & Son, women's comfort shoes, Lynn, Mass., have placed their advertising account with the Karrer Advertising Service, Boston. Dealer publications and direct-mail will be used.

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The steady growth in circulation of The Minneapolis Journal is due, to a great extent, to its aggressive policies in obtaining and publishing the news, as rapidly, accurately and fairly as possible.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



GLOUCESTER MEN



SPLENDID types of the sturdy men who sail out of Gloucester in all weathers to fish off the Newfoundland banks. Their stirring story, and how men, for centuries, have toiled in the deep waters, is told by John D. Whiting and James B. Connolly in *The Mentor* for July.





Adventure as an Industry

SINCE the days when Peter and Andrew dragged their nets from the waters of Galilee, the world has added no important tool, except the trawl net, to the fisherman's craft.

But methods have changed. Modern needs have bred a new race of fishermen, courageous, adventurous, of amazing endurance, who risk their lives in all seasons to furnish fish for the world's tables.

The finest fleet the world has ever seen sets sail from Gloucester. The Mentor's story of its work, and of the picturesque fishermen of Europe and Asia, is not the commonplace description of an industry; it is the thrilling tale of a great, continuous adventure.

A lively interest in the facts of life draws the men and women of more than 100,000 good homes to The Mentor every month. Men and women who provide a peculiarly profitable market for quality merchandise.

The **MENTOR**

THE CROWELL PUBLISHING COMPANY

381 FOURTH AVENUE
N. Y.



**IN LOUISVILLE, KENTUCKY
THE DAILY and SUNDAY**

HERALD

is used extensively and profitably by local merchants and national advertisers to reach the progressive, responsive and well-to-do folks in this city and territory.

If you are interested in one of the best markets in this country, where INDUSTRIAL EXPANSION and a NEW ERA of PROSPERITY is on the upward trend, we'll be glad to help you get your share of the business through the advertising columns of this publication—which has the largest, most reliable and profitable local circulation in the morning field.

BACK OF THIS is our merchandising and co-operative Promotion department, at the service of Herald advertisers, and this, coupled with "The Herald Merchandising Co-Operator," only publication of its kind published by a daily newspaper in Kentucky, assures national advertisers of our hearty co-operation with their campaigns as directed through the columns of

THE LOUISVILLE HERALD
Kentucky's Greatest Newspaper

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

FOREIGN
REPRESENTATIVES

KELLY-SMITH CO.
Marbridge Building, New York
Lytton Building, Chicago

GEO. M. KOHN
Walton Building, Atlanta

R. J. BIDWELL

Market Street, San Francisco
Times Building, Los Angeles

QUALITY PUBLICATIONS

Welch's Way of Overcoming the After-Contest Sales Slump

Keeps Three Contests Going Simultaneously; Weekly, Monthly and Yearly

By Martin Hastings, Jr.

EVERYONE who has ever conducted a sales contest knows that one of the objections to this method of stimulating salesmen is that there is nearly always a heavy slump in sales after the contest is over. There are several reasons for these slumps. The principal one is that when the extra incentive is removed the salesmen slow up their efforts. The salesmen also are likely to be tired after the hard work of the contest and are not physically or mentally capable of continuing at the speed they maintained during the contest. Also the chances are that during the contest, trade was loaded up so heavily that unless extra advertising is conducted to remove these extra purchases, retailers are not able to buy after the contest in the same volume that they bought while the drive was on.

There are, of course, many ways of removing or at least minimizing these objections to sales contests. A very good plan is used by the Welch Grape Juice Company. This company has overcome the after-contest slump by having three contests running simultaneously: a weekly, a monthly, and an annual affair. Because of this arrangement a salesman really does not succeed in the contest unless he maintains his efforts throughout the year. Because he has to maintain his efforts for a year he, of course, does not oversell in any single week or month.

A. E. Philips, the sales manager of the company, in explaining his methods, tells me that his department gets out what is called a "Weekly Turnover Bulletin."

"This bulletin shows the standing of the associate salesmen in the order of the total number of cases sold each week" he says.

"While the number of cases sold of lades and catsup is listed, we leave off the number of cases of Welch's Grape Juice purposely so that one man does not know the number another man is selling.

"If a man sells in a week one hundred cases or more of any or all products, his name goes in caps. If a salesman has sold during the week eighty cases or more of tomato catsup and lades, this fact is designated by a star before his name."

For instance, on the bulletin showing the results for the week ending May 12, there are ten salesmen whose names are listed in capital letters. That means that each of these salesmen sold at least a hundred cases of Welch's products. Four salesmen were given the distinction of having a star before their names. This means that these four men sold at least eighty cases of tomato catsup and lades. Three of the men who have stars are the same men who have their names in caps. This means that while the man who has only a star got his sales of catsup and lades up to eighty cases, his sales of grape juice did not bring his total up to the required one hundred cases.

HONORS FOR MEMPHIS

For the week ending May 12 a salesman by the name of Gainer, in the Memphis territory, came out first. He sold nineteen cases of catsup and thirty-one cases of lades. His sales of grape juice are not mentioned, except that in the bulletin it is stated that his total sales of "T. O." orders for the week were 179 cases. That was Gainer's third week at the top of the list.

In addition to chronicling the standing of the men, the bulletin

gives other interesting information to the men, such as "Scott was stationed at a food show all week, but he managed to catch the ear of enough dealers to give him a star." Another quotation reads: "Charron and Dudley were shy enough cases to make them century men on Friday, so they just pitched in and gathered in more than enough to put them over on Saturday." After each man's name there is a number indicating the number of weeks he has been in the century class since this particular contest was started.

Mr. Philips says that this weekly bulletin has created a lot of interest and that his salesmen, whom he calls associates, always look forward to receiving it and checking up their standing. He said it is quite the usual thing for a man to put in some hard licks on Saturday so that he will obtain enough orders to give him at least one hundred cases. So much for the weekly contest.

In maintaining interest in its monthly drives the company issues what is known as the Monthly Fifteen Thousand Point Club Bulletin. This bulletin announces winners of a monthly bonus. These bonuses are given for sales points only that were earned during the month. Points are given for each case of Welch products sold. The number of points given in each instance varies with the sales effort needed to sell the product. The bulletin issued on May 3 announced the following winners:

APRIL BONUS WINNERS
WELCH'S

1. Gainer	\$12.50
2. Foley	10.00
3. Young	7.50
4. Blaylock	5.00
5. Charron	2.00

LADES AND CATSUP

1. Foley	\$12.50
2. Young	10.00
3. Blaylock	7.50
4. Gainer	5.00
5. Charron	2.50

1,000 SALES POINTS \$10

Foley	Gainer	Young
Blaylock	Pier	Charron

Foley was Champion Bonus Taker for April, \$32.50. Gainer and Young both get \$27.50. Blaylock \$22.50. Charron

\$15 and Pier \$10. Tidy sums that are well worth the effort.

Three hundred Welch Grape Juice points are required to qualify for a Welch bonus. Four hundred and fifty lade points are needed to qualify for a bonus. One thousand points entitles the salesman to a \$10 bonus, whether or not he qualifies for the Welch or lade bonuses. Salesman Foley, who is the champion bonus taker for April—\$32.50—altogether won 613 points on Welch's Grape Juice, 851 on lades, 365 points on catsup and 177 points for putting up advertising matter. His accumulative total of points in the contest for membership in the 15,000 Point Club, to that time, was 9,204. The number of points attained by the entire sales staff calling on retailers is listed. The points for each particular product are given, including the advertising, together with the territory that the man is covering and the total number of points he has up to date. The contest is conducted only among men calling on the retail trade. Representatives who call on the wholesale trade or who are district managers are not included in the tabulation.

At the end of April, Gainer, in the Memphis territory, was leading the contest up to date, with a total of 11,613 points. Naturally, there is a great deal of rivalry among the men to see who will be a member of the 15,000 Point Club. These 15,000 points are earned for sales and for display work done, as I have already explained. The first man to reach 15,000 points becomes president of the club, the second man vice-president, the third secretary, and so on down through to treasurer, five directors, etc., and as many members as make the 15,000 points.

At the end of each fiscal year the highest man is made president for the coming year and the other officials are selected in the order of the points they earn. Perhaps I have not made that clear, so let E. T. Welch, the vice-president of the company, explain it more in detail. He says:

"The first year that we had the 15,000 Point Club, the rules made

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Youth has the saddle in Chicago

[And is riding high]

THE 1920 census gave Chicago
a population of 2,701,705.

Advertising and sales managers
will receive quite a "kick" by re-
ferring to chapter 14 of the United
States Government's report on
age distribution for the city of
Chicago. They will find that in
Chicago there are—

246,824 people between the ages of 20 and 24

291,369 people between the ages of 24 and 29

263,852 people between the ages of 29 and 34

235,730 people between the ages of 34 and 39

In other words, out of a total population
of 2,701,705, Chicago has 1,037,775
people between the ages of 20 and 40.

And the favorite newspaper of this great
army of buyers is admittedly the Chicago
Evening American. It is their kind of a
newspaper—vigorous, alert, alive.

CHICAGO EVENING AMERICAN

A Good Newspaper

the man who first reached 15,000 points president; the next, vice-president, etc. The first man reached the goal two or three months before the end of our fiscal year, and the officers, as they were 'elected,' held their titles until their successors were 'elected' in the following year's contest.

"We modified this arrangement a little in the second year and since, to the extent that the first man that reaches 15,000 points becomes president for the month in which he is 'elected,' but if he should be surpassed in total sales points the next month, he is displaced. The permanent officers are the ones having the highest standings at the end of the year."

In addition to the monthly bonuses, the officials and directors of the club usually receive some minor reward, such as a gold watch and gold pieces. It is the distinction of getting into the club, however, that stimulates the men, and not the reward. A great many of the district managers of the Welch Grape Juice Company have risen to their position through being president of the 15,000 Point Club. In fact, when any opening occurs Mr. Philips says that it is their policy always to try to honor the president of the club by offering it to him. By following this plan the company has largely overcome the evils of the after-contest slump, and so far as it is possible has succeeded in keeping its men on their toes throughout the year.

New Campaign for El Roi-Tan Cigars

An advertising campaign will be conducted in Missouri, Oklahoma, Kansas and Arkansas newspapers by the American Cigar Company, New York, on El Roi-Tan cigars. This campaign will be directed by the Potts-Turnbull Company, Inc., at Kansas City, Mo.

Santa Ana, Cal., "Register" Appoints Mogensen

M. C. Mogensen & Company, Inc., Pacific Coast publishers' representatives, have been appointed representatives of the Santa Ana, Cal., *Register* for that territory.

Mennen Litigation Report Has Lawyer's Approval

GILBERT H. MONTAGUE
COUNSELLOR AT LAW

NEW YORK, June 25, 1923.

Editor of PRINTERS' INK:

Again I must congratulate you upon the very complete and well expressed review of the Mennen litigation with the Federal Trade Commission in your issue of June 21. It covers every point succinctly and accurately, and I am taking the liberty of referring the numerous inquirers who are daily writing to me regarding this case to your article as the best statement that I have seen anywhere regarding it.

There has been, as you know, some unfortunate comment in some of the trade papers which tended to create the impression that the Mennen Company was taking sides in favor of wholesalers and against retailers. Your article, however, puts the matter in exactly the correct light.

GILBERT H. MONTAGUE.

Wise-McClung Company Moves Sales Offices

The Wise-McClung Manufacturing Company, New Philadelphia, O., American and Sunshine electric cleaners, has transferred to that city its general sales offices which were located at Cleveland.

W. J. Wise has assumed direction of the sales policy. H. N. Woollatt, his assistant, will be in charge of field sales. H. H. Scheu, advertising manager, in addition to his advertising work, will be assistant to Mr. Wise.

Made Business Manager of "The Retail Druggist"

DeWitt Hauenstein has joined *The Retail Druggist*, Detroit, Mich., as business manager. He will make his headquarters at New York. Mr. Hauenstein was formerly with the Pelton Publishing Company, Cleveland. He was at one time Western manager of *Furniture Record*, Grand Rapids, Mich.

Newspaper Campaign for Beverly Club Ginger Ale

Northern and Eastern newspapers will be used in an advertising campaign which will be conducted by Bartow Beverages, Inc., Nashville, Tenn., on Beverly Club ginger ale. This advertising will be directed by the Geo. W. Ford Company, Atlanta advertising agency.

Automotive Account for Campbell-Ewald

The Brown-Lipe-Chapin Company, Syracuse, N. Y., manufacturer of automotive differentials, has placed its advertising account with the Campbell-Ewald Company, Detroit. The New York office of this agency will handle the advertising.

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Overflowing Prosperity Is Detroit's



The Wall Street Journal Says

DETROIT Motor Companies have more cash than at any time in history. Several companies are carrying their own drafts against cars shipped. Two are actually loaning money through local banks. Emory W. Clark, President of First National Bank in Detroit says:

"We are helping some of our Motor company customers find employment for their surplus funds, and I do not know of a single one that is a borrower."

Detroit makes 60% of all the world's motor cars. During 1923 it is estimated there will be 3,000,000 passenger cars and trucks manufactured. Detroit was never so prosperous. The Detroit News never had so great a circulation as that shown by its latest A. B. C. statement. Detroit and The News, which thoroughly covers the whole Detroit field, offer you the ideal advertising situation.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

1873—FIFTY YEARS' OF PUBLIC SERVICE—1923

July 5, 1923

July 5

For the July issues of 1923 of
THE DELINEATOR
and THE DESIGNER the total print is

1,735,000

This is the print figure. The net distribution, based on our past record, will be within 10% of this figure

Circulation guaranteed for these July issues was

1,300,000

Circulation in excess of guarantee for
July was

305,000

The new guarantee effective July 1st, 1923
is

1,500,000

BUTTERICK
NEW YORK

WICHITA FALLS, TEXAS

IN THE

Fertile Valleys of the Big Wichita and Red Rivers

Wichita Falls is the commercial Capital of a rich agricultural region in north Texas and southern Oklahoma. This semi-arid territory is fertile and productive under present conditions—with abundant water absolutely assured by the completion of the five million dollar Wichita irrigation project. The Wichita Valley will then produce cotton, grain and fruit on an enormous scale.

Average value of agricultural products nearly \$50,000,000.
This rich territory now produces

183,777 bales	of cotton	value \$22,972,100
8,083,050 bushels	of wheat	" 7,678,898
2,745,196 bushels	of corn	" 2,196,157
4,471,070 bushels	of oats	" 2,735,535
2,233,638 bushels	of grain sorghum "	1,345,678
217,018 head	of cattle	" 11,120,722

Just another big reason why advertisers should include Wichita Falls (population over 40,000) in all Texas Campaigns.

Supreme In This Field

Wichita Daily Times

Average Daily and Sunday Paid Circulation Over 13,000

A. B. C. Member

Evenings and Sunday Morning

Wichita Falls, Texas

E. KATZ Special Advertising Agency
New York Chicago Atlanta Kansas City San Francisco

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What Government's Studies of Coal Shortages Indicate

What's the Matter with Coal Industry?—Lack of Merchandising Skill Is the Answer

Special Washington Correspondence

WHILE the average manufacturer apparently looks upon coal merely as a source of power to keep the wheels of his factory turning, the supply of few other commodities so affects the living conditions of the population over the greater part of the country, at least through the winter months. Purchases of all kinds of household goods postponed until the coal supply is assured, the uncertainty regarding price, the tendency of families to move out of homes into apartments for the winter, orders placed that have not been delivered, all affect the purchasing of everything used to maintain a family.

Because this detrimental influence of coal shortage cannot be measured accurately or estimated and set down in figures and percentages, does not lessen its importance. It is obvious that an indefinite continuation of the coal situation, as it was last winter and is now, would materially hamper the merchandising of innumerable manufactured articles by lowering the standard of living of a large part of the country's population. The question of coal delivery to the consumer vitally concerns every business man in America.

The Government has made two efforts to answer the question. President Harding's coal commission has completed its survey of the anthracite coal industry; but its report, submitted to the President July 1, cannot furnish a basis for legal action until Congress convenes in December. And for several months the Federal Fuel Distributor, F. R. Wadleigh, has been making a general survey of the transportation, distribution and labor conditions of the principal bituminous and anthracite fields. His recent report shows that hundreds of bituminous coal mines

have been shut down for many months, while the production of all anthracite mines is being pushed as hard as labor conditions will permit.

Mr. Wadleigh and his staff have done a great deal to co-ordinate the various factors and in assisting the railroads to route their cars so as to take care of the storage of production. The newspapers have made much of labor conditions in the coal fields, and there has been a great deal of talk of a lack of transportation as a reason for a probable coal shortage next winter. Of course, labor and transportation are vital considerations; but so far as the present is concerned, a study of numerous labor and production reports, and interviews with several Government officials who have investigated the subject, indicate that the condition is largely the result of archaic methods of merchandising.

PRODUCERS FAIL TO CO-ORDINATE DISTRIBUTIVE MEASURES

In distributing coal, there is a deplorable lack of organized effort on the part of producers. Dealers, also, have shown little or no disposition to get together on a basis of simplifying and improving methods of distribution. On the part of neither has there been any apparent effort to educate the public in the use of various kinds and grades of coal.

With hundreds of bituminous coal mines idle for lack of orders, the demand for anthracite is growing steadily and, barring a serious strike this fall, the production this year will be the greatest in the country's history. Consumers have placed orders for hundreds of thousands of tons that are still unfilled. With soft coal a drug on the market, the production of anthracite for the first four

months of this year was 33,931,000 tons, which is 2,605,000 tons more than that for the corresponding months of 1921.

Undoubtedly, there are numerous purposes for which anthracite is being used where bituminous would serve as well; but there has been no concerted attempt either on the part of producers or dealers to balance the demand. There is great need of a sales plan that will take care of the financial burden of the necessary advance purchases of the consumer; but so far as it is possible to discover there has been nothing done in this direction. Last spring, the "buy your coal early" campaign fostered by the Government and carried on energetically by many newspapers produced exceptionally encouraging results in some parts of the country. Since then the papers have carried conflicting reports as to the situation. Frequent and widely published articles have mentioned the apathy of the public on the subject; they have also mentioned the fact that mines were idle, with demand increasing, and in many other ways, by a lack of definiteness, have confused the issue.

The other day, in his office, Mr. Wadleigh explained that this confusion was due to the failure of the papers to consider the vast differences between the conditions in the bituminous and anthracite fields. "Last fall," he said, "when my office issued a statement to the press that the experience of the winter seemed clearly to demonstrate the necessity of domestic consumers obtaining their next winter's requirements of fuel during the spring and summer, there was an immediate and quite satisfactory response from the public, so far as anthracite is concerned. Two weeks later, the Secretary of Commerce made a statement of the condition in its relation to the transportation facilities of the country. This was published by practically all of the principal newspapers, many of which commented on it editorially, and ever since then coal dealers throughout the sections where anthracite is

mainly used have been swamped with orders.

"There has been literally a stampede for anthracite. Thousands of people have insisted on immediate delivery, evidently desiring a positive assurance of coal supply before they went away for the summer. Dealers report that almost all consumers' unfilled orders are being followed up with numerous letters and telephone calls of inquiry as to probable delivery. An appreciable number of such orders have been delivered, which has increased the anxiety of those less fortunate and considerably added to the troubles of dealers.

"This demand applies only to domestic sizes of anthracite. There is an over-production of steam sizes and they are a drug on the market. The average price of steam coal is lower than it has been since January 1. Average prices for anthracite, wholesale, per gross ton, at tidewater, New York, during May varied between \$10.64 for the four grades of broken, chestnut, egg and stove. During the same month of 1920, the wholesale price of broken anthracite was \$8.20; of chestnut, \$9.059; of egg, \$8.657; of stove, \$8.996.

"Eight or nine large producers of anthracite furnish about 75 per cent of the entire supply. Their prices are about what they were last winter. The smaller independent concerns are selling their production, in some cases, for less at the mines."

BUT WHAT OF THE BITUMINOUS MARKET?

While these facts all indicate unusual prosperity for the anthracite producers, general conditions throughout most of the bituminous fields are quite the reverse. The exceptions are a few producers of high grades of soft coal, and, as Mr. Wadleigh explained, the apathy of the public referred to is in regard to the bituminous supply.

"At the end of last May," he said, "the Alabama field was the only one in which conditions were better than normal. The market



FIRST!

DURING the first five months of 1923, THE WORLD gained a total of 890,545 lines of advertising which was:

13% in excess of last year's gain during the same five months.

40% of the entire gain of the morning-Sunday field.

55% of the combined six-day morning field and

467,165 lines in excess of the gains of its nearest morning competitor.

THE WORLD'S ratio of gain was nearly double the rate of increase of the morning-Sunday field.

The World

MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

MARKET AND THIRD STS.
SAN FRANCISCO, CALIF.

TITLE INSURANCE BLDG.
LOS ANGELES, CALIF.

SECURITIES BUILDING
SEATTLE, WASH.

on domestic sizes of bituminous was extremely active, with all producers practically sold up until March, next year. There was an active demand for coking coals in this field, and, although the market softened somewhat during May on high-grade steam coals, the business on the grade was considered good. Transportation conditions were good, with little complaint from any source as to car supply, and with the assurance of plenty of cars for more than thirty days.

"In the Colorado field there has been some slight recent improvement; but during May the conditions, as compared with previous years, were not so favorable as expected. The Western railroads were not stocking coal, and the public was slow in purchasing and storing, although the general warning had been widely published.

"Throughout this field both operators and dealers have made persistent efforts to induce consumers to get a portion of their supply during the spring and early summer, while transportation conditions are good, as the car supply this fall and winter undoubtedly will be a serious problem; but the results have been very disappointing. Many householders seem to believe that the findings of the Coal Commission will result in everybody getting all the coal they want when they want it. Last winter was mild throughout the territory served by this district, freight rates on coal are high, crops have been poor and there is a scarcity of money, and no doubt these conditions are a partial cause of the decided apathy of the public.

"In the Colorado field, in most cases the average sales realized per ton is below the actual cost of production. The operators quoted very low prices to induce dealers and consumers to stock up early and keep the mines running. Results have been disappointing. On June 1 the price on prepared sizes was advanced ten cents per ton, another advance of twenty-five cents was effective July 1, and fur-

ther advances must be made if the operators are to show a slight profit for the year.

A PICTURE OF CONDITIONS IN THE ILLINOIS FIELD

"In the Illinois field, aside from a very large tonnage of steam coal and railroad fuel, there is almost no movement. While there is sufficient railroad equipment to take care of the small tonnage, many of the cars are in a bad state of repair, resulting in losses in transit and requiring a high percentage of transfers. This situation, if it is not remedied before the period of heavy movement arrives, will have a serious effect on both the price and supply of coal in the territory served by the Illinois field. Most of the coal produced in this district has been selling below the cost of production; but this has not stimulated buying in the least. For months the mines have been running only one or two days a week, and many of the miners have given up the effort to exist on the pay and have drifted into more profitable employment.

"During the month of May, the mines in the Indiana district were operated approximately 45 per cent of the usual running time, and produced about the same percentage of normal capacity. There is no scarcity of coal in the district, and it is not being stored by consumers to any extent. As a whole the district has not been suffering from a car shortage, although a few producers have found their shipments restricted because of insufficient cars. Throughout the district the price of coal is extremely low, and in the instances of many sales, prices have not been above the cost of production.

"The recent report covered surveys of about thirty other bituminous districts, and shows that there was, for the first four months of the year, decidedly inactive buying in practically all districts. In the Central field about 30 per cent of the mines are closed down indefinitely, about one-fourth of the rest are working from four to six days a week, with the balance working

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© Pirie McDonald

Irvin S. Cobb
writes for
Hearst's International Magazine
A LIBERAL EDUCATION



There's a Farmer Under This Hat

It looks like a city man's hat but that doesn't mean anything. When it comes to clothes and the comforts of life there's not much difference nowadays between R. F. D. and N. Y. C.

Farmers each year step into various stores and buy hats to the tune of twenty million dollars.

They spend fifteen million dollars for gloves and mittens. Their "pin money" for shirts, neckties, handkerchiefs, amounts to more than ten million dollars.

Suits run into more money. Conservative figures show that clothes for the men folks on the farms cost about 250 million dollars a year.

These figures are based on very conservative estimates. The actual amounts spent are probably much greater. The farm market offers a tremendous opportunity to the clothing, hat and haberdashery industries.

Some manufacturers have already entered and are establishing profitable connections with small town dealers. But this immense market offers plenty of room for others.

Farm trade is not only profitable in itself but it serves as a balance wheel against industrial reactions in the population centers. Farm customers are dependable, year in and year out.

Reach the farm field through farm papers, the publications that reach farmers and none but farmers. The only type of large circulation publication that goes 100 per cent to a **known market**.

Get complete data from your advertising agency or any farm paper publisher.

Agricultural Publicity Committee 76 West Monroe St., Chicago

This committee was appointed by and is under the direction of the **Agricultural Publishers Association**. It employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.

**Farm Papers are the key
to the big and permanent
FARM MARKET**

from one to two days per week. In most of the fields the transportation facilities are fair, with an ample supply of labor. Prices reported from practically all fields were below the cost of production."

Mr. Wadleigh then discussed the wide difference between the deplorable conditions of the bituminous coal industry of the country and the prosperous activity of the anthracite producers. He said that the great majority of users of domestic bituminous would find it difficult to get coal this fall and winter, unless all signs failed, owing to the refusal of the public to place their orders.

"Regarding anthracite," he continued, "the condition from the consumer's viewpoint will be very much better. The storage yards of both operators and dealers are getting their supplies in customary quantities, and they are making immediate deliveries to their far-sighted customers. In the New England territory, deliveries have been hampered and delayed on account of freight embargoes, which existed until recently. Since these restrictions were removed, a normal distribution may be expected throughout the rest of the season. In April of this year, shipments of anthracite were slightly more than a million tons less than March shipments. This is accounted for by the five Sundays in April, holidays and several minor strikes. Shipments for the month were above the average, however, being 6,173,774 tons, while the average for the month during the seven years, 1915 to 1921 inclusive, was 5,635,432 tons.

"Summing up the entire situation, the evidence seems to indicate that practically all consumers of domestic anthracite have placed their orders, and that such orders will be filled with little trouble to consumers in ample time to meet their requirements for the winter, regardless of labor conditions in the field.

"In States where bituminous coal is used for domestic purposes, consumers undoubtedly will find it impossible to get all of the coal

they want at the time they want it. Owing to their general laxity in placing orders, they are going to find that an inevitable car shortage during the fall and winter will make bituminous decidedly scarce and prices much higher than they now are.

"It is unfortunate that better merchandising methods do not prevail in the bituminous industry. We have seen demoralized conditions in several fruit growing and other industries improved to a degree that is decidedly profitable by modern merchandising and advertising methods. By the same means, numerous organizations of manufacturers have vastly improved the conditions of their markets. There is great need for improvement in the marketing and distributing of coal, especially bituminous, and an organized, persistent effort on the part of producers, along the lines of a number of successful campaigns, would undoubtedly go far toward solving the perplexing problem of household fuel supply."

C. J. Balliett Starts Advertising Business

Carl J. Balliett has resigned as vice-president and advertising manager of the Vick Chemical Company, Greensboro, N. C., to engage in an advertising business under his own name at Greensboro. He was formerly a directing partner of the E. P. Remington Advertising Agency, Buffalo, N. Y.

Associated with Mr. Balliett will be Douglas D. Conkwright and Leo MacDonald. Mr. Conkwright, who will be first account executive, was formerly assistant advertising manager of the Vick Chemical Company. More recently he has been with the Greensboro, N. C., *Daily News*. Mr. MacDonald will be art director of the new business. He has been engaged in advertising work at Boston.

Plans Foreign Advertising Campaign

The West Branch Knitting Company, Milton, Pa., hosiery and underwear, is beginning an advertising campaign in foreign countries according to Edward Hecht, president. The company recently applied for registration of the trademarks, "Twintex," "Wesco," "Kooltex," and "Milton Maid." Mr. Hecht states that foreign magazines and American magazines reaching foreign countries will be used in the foreign campaign on these products.

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PRINTERS' INK



The Handel Lamp

A Quality Product going after
The Quality Market in a sensi-
ble and masterly way through
The Quality Group.

Color pages
continuously
every season
in 1919, 1920,
1921, 1922
and 1923.

Placed by N. W. AYER & SON.
QUALITY GROUP INSERTS are printed by
ZESE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."

PRINTERS' INK



Whittall Rugs

Commenced using color pages in THE QUALITY GROUP in 1919. That was wisdom. They are still using Color pages and are doing a bigger business than ever.

Placed by P. F. O'KEEFE ADVERTISING AGENCY.

QUALITY GROUP INSERTS are printed by
ZEENE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."



Steinway & Sons *said:*

"The advertisements which we have run in your magazines have been important parts of very successful campaigns and we are pleased with the service you have rendered us."

Color pages
continuously
every season
for four years.

PRINTERS' INK



BERRY BROS., DETROIT, Michigan.

If you wish to win The Quality Market the best and most direct way is through

THE QUALITY GROUP

ATLANTIC MONTHLY
CENTURY MAGAZINE
HARPER'S MAGAZINE



REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
WORLD'S WORK

**Ruggles & Brainard Inc.
Color Pages**

200 Fifth Avenue, New York

*Placed by CAMPBELL, TRUMP & CO.
QUALITY GROUP INSERTS are printed by
ZEENE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."*

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Should the Manufacturer Charge for His Catalogue?

It Might Be Done in This Case, But, Generally Speaking, the Idea Is Bad

SOUTHWESTERN ADVERTISING COMPANY
DALLAS, TEX.

Editor of PRINTERS' INK:

We are getting out a very elaborate catalogue for one of our clients, who manufactures exceptionally high-grade cowboy boots.

This concern has been in business over forty-four years and has an international reputation for the highest quality merchandise in their line.

The expense connected with the publication of the catalogue has been rather large and we are trying to work out some plan whereby they can get a part of this cost back through the sale of a goodly number of the books.

We have two or three plans in mind which we believe will bring reasonable success in this connection, but to get more complete information in regard to the success that other concerns have had, we felt sure that somewhere in your files or in articles that have appeared in *PRINTERS' INK* you would have some information that would be of great benefit to us.

We would thank you very much to send us anything you have along this line or refer us to back numbers of *PRINTERS' INK* that might have carried such articles.

Ordinarily a catalogue cannot be sold, but the class of product that they make and the people who buy it are a little different from the ordinary. I think a good example is this—there is more sentiment or romance connected with a pair of cowboy boots than a stove, sewing machine or other commonplace commodities.

Another point in our favor is there has never been a catalogue of cowboy boots produced that will anywhere near equal what this one will be.

With the features just mentioned in our favor and with your help outlining the experience of others, I believe we can possibly work out something that will bring fair returns.

SOUTHWESTERN ADVERTISING COMPANY,
W. K. YATES,
Account Manager.

TO begin with, a catalogue, even though it may be of the high-class variety mentioned by Mr. Yates, is not the very best kind of advertising for the retail store. In discussing this topic *PRINTERS' INK* has several times indicated what it believes to be a danger in that class of business-getting effort. This is the admitted tendency of the catalogue to lessen people's good opinion of the store

and its stock. When a retailer sells his customers out of a book rather than out of actual merchandise in his stock he tacitly admits that the catalogue is greater than the store—which is exactly the doctrine the retail mail-order people are trying to put over.

There are objections, too, from the manufacturer's standpoint. Our knowledge of Mr. Yates' client's problem is confined to the statement set forth in his letter and therefore we shall have to speak in general terms. But the thing works out poorly for the manufacturer because it encourages a multiplicity of small orders that are not only a consummate nuisance but are expensive to fill. Shoe manufacturers the country over are pestered by single pair orders very much after the experience of the Brown Shoe Company of St. Louis, which we have discussed in *PRINTERS' INK*. Brown and the others do not send out catalogues. The orders come from the advertising and from the necessity of getting quick action on certain shoe numbers.

A certain amount of this business is going to come as a matter of course. Manufacturers are equipped to take care of it. But many of the leading concerns, including the Brown company, are agreed that the less this sort of business is encouraged the better it will be.

We are not expressing the unanimous view of manufacturers in these comments on the use of the catalogue for retail selling. There are a number of first-class concerns that take the opposite stand. But we believe our view is sound. Anyway it is concurred in by the great majority of manufacturers and jobbers who are in a position to know.

Mr. Yates wants to know how the catalogue should be dis-

tributed and whether retailers should pay for it.

When a manufacturer or jobber has a large stock running up into the hundreds of thousands of items it usually is necessary to print a special edition of the catalogue for the retail trade. This is made up out of selected items and does not purport to cover the whole stock. Such a catalogue was put out by Butler Brothers a few years ago in an effort to help retailers combat the mail-order houses through thus supplementing their stock without increasing their investment. But it was dropped because it had exactly the opposite effect it intended. This catalogue was merchandised to retailers and sold to them at a nominal figure much as any other business-building help would be.

When a concern gets out a seasonal catalogue, say one in the spring and another in the fall, where it is not necessary to quote prices, it is possible for one catalogue to serve the double purpose of wholesale and retail selling. Such is the plan pursued by Thos. E. Wilson & Company, Chicago manufacturer of sporting goods.

Wilson gets out a catalogue in the spring and another in the fall, each naming retail prices for the goods. The books mailed to retailers contain a discount sheet telling the retailers what percentage they can figure off the retail prices. One flat discount covers the whole list. The retailer therefore does not need laboriously to compare each item in the catalogue with the same number on the discount sheet to ascertain his buying cost, as is the case with hardware catalogues, for example. Thus his buying task is almost as easy as if the manufacturer's prices were quoted in the catalogue in net figures.

Wilson supplies the retailer the catalogues with his name imprinted, to send out to his trade for advertising purposes. But no charge is made—not even for the imprinting. The firm does not always agree with the retailer as to the

number of catalogues he should have. It is a common practice to cut in half the estimates of certain ambitious dealers who are liberal, indeed, when it comes to ordering something that is free. But the Wilson Company declares it would not think of making a charge for the catalogues and cannot conceive how anybody could get away with such a practice.

The Wilson view about charging the retailers for catalogues is, we think, fairly general. It represents our own view accurately, but such a charge is not impossible. In fact this method has been used by some firms, although to a limited extent. In these cases the catalogues are merchandised and sold on the same basis as any other piece of valuable advertising matter such as handbills, broadsides, window cutouts and display pieces. Such sales are made not so much with the idea of lessening the net cost of the catalogue but to increase their value in the eyes of the retailer. We have no doubt Mr. Yates' client can dispose of some of his catalogues on a pay basis. He can give a certain number of catalogues with an order for merchandise reaching a specified sum. But whether the move would be advisable from a general standpoint of business-building, taking in the interests of both manufacturer and retailer in a big way, is another thing again. Our opinion is that the plan would be a mistake from this standpoint even if the catalogues were disposed of in rather liberal numbers.

This proposition of selling catalogues has been tried by almost everybody in the catalogue business. In the old days of retail mail-order Sears, Roebuck & Company and Montgomery Ward & Company charged for their books, the idea being to keep them out of the hands of curiosity seekers. The same idea is being worked now, with apparently more reason, by manufacturers and jobbers of radio equipment. The American boy is an inveterate catalogue "requester" and naturally he will run wild on a thing like radio

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Build with New Orleans

SOUND business conditions in the South's largest city are reflected in a 1923 building program totaling approximately \$20,000,000.

Contracts totaling more than \$5,500,000 were let prior to June 1.

More than \$14,000,000 of additional building for 1923 is contemplated, plans having been completed for most of it.

Wage contentions or other labor troubles are not likely to interrupt the program, the contractors having reached agreements with most of the building crafts, slightly advanced wages being the rule.

The money aggregate is less important than the number of individual operations. There were issued 1,356 building permits from January 1 to June 15, indicating a noteworthy volume of home-building in New Orleans. The \$20,000,000 does not include a large number of residences which contractors and others say are certain to be begun before January 1, but which are not yet announced.

Contemplated building up to June 1 in the Sixth Federal Reserve District, which comprises much of the territory tributary to New Orleans, was nearly \$500,000,000.

Build with New Orleans - through The Times-Picayune

FIRST FOR THE SOUTH

ADVERTISING REPRESENTATIVES

CONE, HUNTON & WOODMAN, Inc., 225 Fifth Ave., New York City;
130 N. Wells St., Chicago; Victoria Bldg., St. Louis; 515 Lightner Bldg.,
Detroit; Victor Bldg., Kansas City; Constitution Bldg., Atlanta.

R. J. BIDWELL CO., Times Bldg., Los Angeles; 742 Market St., San Francisco.

July 5, 1923

equipment. Some of the houses are exacting a charge of ten cents or so to head off a little of this. They probably will go back to the free basis before long. People as a general thing are not going to pay for advertising matter that is sent to them in an effort to sell them goods.

There really is very little opportunity for the manufacturer to unload part of his catalogue production cost onto anybody. In fact the thing usually is the other way around. When a manufacturer gets his goods featured in the catalogue of some large jobber like Butler Brothers or Marshall Field & Company he usually has to pay for the privilege—all the more so if his goods have not been made widely known through general advertising.

Some of the catalogues put out by jewelry wholesalers are made up of inserts printed and furnished by various manufacturers.

If jobbers make the manufacturer help pay for the advertising matter they send out to sell his goods it is difficult to see how the manufacturer, dealing direct with the retailer, can turn right around and work the thing on the other basis.—[Ed. PRINTERS' INK.]

Earl E. Eby Rejoins Hyatt Roller Bearing

Earl E. Eby has joined the sales staff of the Hyatt Roller Bearing Company, Newark, N. J., as assistant to the general sales manager. Mr. Eby recently resigned as service manager of the Remy Electric Company, Anderson, Ind. He was formerly sales manager of the Industrial Bearings Division of the Hyatt Roller Bearing Company and later a member of the board of directors of Hyatt, Ltd., the export organization of that company.

James Howard Kehler Dead

James Howard Kehler, head of the Chicago advertising agency bearing his name, died recently at Lake Forest, Ill., at the age of forty-six. Mr. Kehler conducted his own agency for about twenty-five years, with the exception of a short period when he was vice-president of Lord & Thomas.

The Moline Pressed Steel Company, East Moline, Ill., maker of "Buddy L" all-steel toys, has placed its advertising account with the Henriette Weber Advertising Bureau, Chicago.

Estate of Charles Ransom Miller over a Million

The estate of the late Charles Ransom Miller, who was first vice-president of the New York *Times* and member of its board of directors, has been appraised at \$1,270,784.40 in a transfer tax report filed at New York. Mr. Miller, who died July 18, 1922, was editor-in-chief of the *Times* for nearly forty years. His holdings in that newspaper, which were the second largest, amounted to 1,022 shares of common stock appraised at \$730.86 a share, aggregating \$746,938.92, and 4,088 shares of preferred stock, appraised at par, totaling \$408,800. The estate is shared equally by a son and a daughter.

Three New Accounts with Indianapolis Agency

E. Rauh & Sons, Indianapolis, Red Star fertilizer; The Sutherland Paper Company, Kalamazoo, Mich., manufacturer of Character Cartons, and the Carter Besteever Bait Company, Indianapolis, have placed their advertising accounts with the John L. Clough Advertising Agency, Inc., Indianapolis.

National Campaign Planned by Cincinnati Radio Advertiser

The Precision Equipment Company, Cincinnati manufacturer of radio equipment and supplies, has placed its advertising with the Sehl Advertising Agency, Chicago. General magazines, newspapers and radio publications will be used for this account.

Herbert Cuthbert Joins Portland Chamber of Commerce

Herbert Cuthbert, formerly executive secretary of the Pacific Northwest Tourist Association, Seattle, has been appointed head of the publicity department of the Portland, Ore., Chamber of Commerce.

G. C. De Heus Joins Sterling Motors

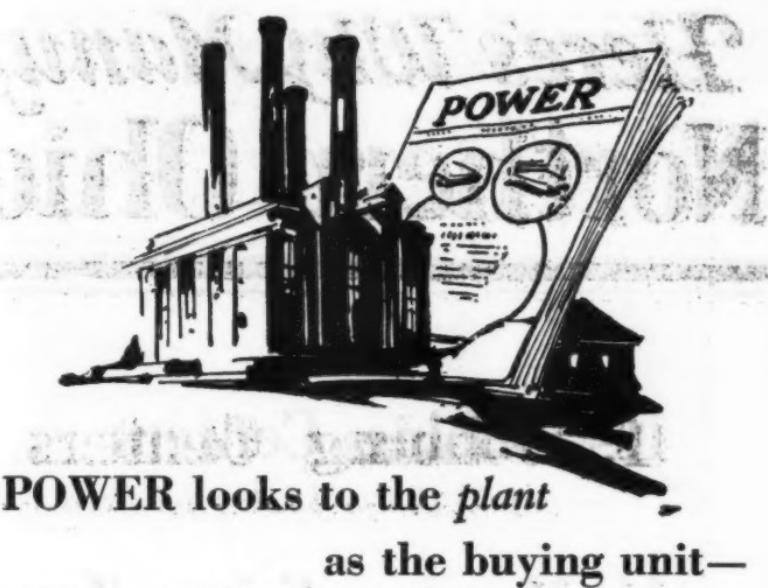
Garrit C. De Heus, director of sales and advertising of the Atlas Bread Company, Milwaukee, has resigned, to join the Sterling Motor Car Company, West Allis, Wis.

Powers & Stone Represent New Haven, Conn., "Union"

The New Haven, Conn., *Union* has appointed Powers & Stone, Inc., publishers' representatives, New York, as its national advertising representatives.

Joins "The Shoe Retailer"

C. Dickens Sternfels, formerly with the New York office of *The Shoe Retailer*, Boston, has rejoined that office after an absence of about a year.



POWER looks to the *plant* as the buying unit—

Crowding circulation by piling up individual subscribers is merely a matter of shoe leather and postage. But it misses this point—

The *plant* is the big buying unit, not the individual. And in the power-plant field the effectiveness of your sales message is determined by the number of *plants* you reach, rather than the number of individual subscribers.

Power, right now, is building circulation among *plants*. These are your buyers, and **Power** is handpicking its circulation to give you the greatest number of big buying units.

What **Power** is doing is typical of McGraw-Hill Service. Individually, **Power** is the leader in its field. As one of the sixteen McGraw-Hill Engineering and Industrial Publications it is the keen tool of the specialized industry it serves.

POWER

A McGRAW-HILL PUBLICATION

TENTH AVENUE AT 36TH STREET, NEW YORK

Here's Why Manufacturers Northern Ohio

19 Jobbing Centers

—distribution problems minimized

11 Merchandising Zones

—permitting systematic sales promotion

over 3,000,000 people

—tremendous Buying Power

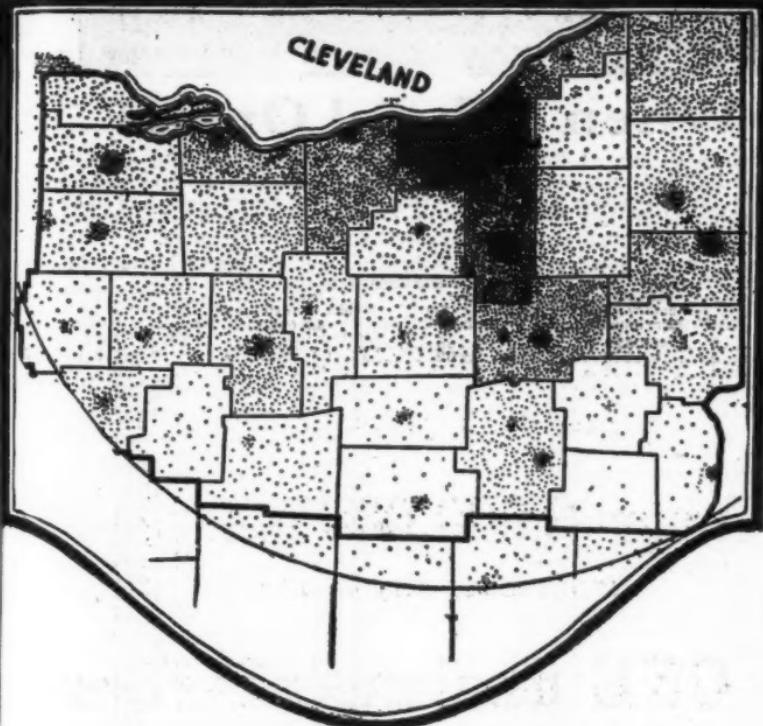
ONE medium—ONE cost

—COMPLETE coverage at less money

J. B. WOODWARD
110 E. 42nd St., New York
WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

The Plan
Cleveland's Greatest Salesman

Manufacturers Concentrate in the Plain Dealer!



This spot map plainly shows the COMPLETE coverage of The Plain Dealer in Northern Ohio. Every dot represents 10 families, ALL readers of The Plain Dealer.

Plain Dealer

Sales of ANY-Priced Merchandise

R. J. BIDWELL CO.
Times Building,
Los Angeles, Cal.
742 Market Street,
San Francisco, Cal.

July 5, 1923



When School Opens

In September 562,184 Public Elementary School Teachers will call the roll to 18,709,211 pupils. Over Seven Hundred Million Dollars will be paid to these Teachers as salary during the next school year and fully Two Hundred Million Dollars will be expended for school maintenance, equipment and supplies, largely under the teachers' direction.

Better than one-fourth of these Teachers are subscribers to Normal Instructor-Primary Plans. Here are the figures:

STATE	Public Elementary School Enrollment	Public Elementary School Teachers	Circulation of Normal Instructor May (1923)
Alabama	542,529	11,766	2,395
Arizona	63,470	1,802	493
Arkansas	449,865	11,416	2,063
California	448,495	12,375	3,268
Colorado	176,523	6,167	1,783
Connecticut	203,054	5,899	751
Delaware	84,423	930	497
Dist. of Columbia	49,713	1,316	81
Florida	185,784	5,868	1,043
Georgia	689,510	18,421	1,821
Idaho	92,745	3,278	1,289
Illinois	931,324	29,177	8,691
Indiana	492,106	14,221	4,673
Iowa	476,769	24,210	8,794
Kansas	350,241	13,372	7,066
Kentucky	509,844	12,674	3,298
Louisiana	188,375	6,902	1,534
Maine	126,563	6,223	1,501
Maryland	251,553	4,898	1,395
Massachusetts	522,088	14,540	1,759
Michigan	692,041	18,968	6,046
Minnesota	520,207	17,068	6,371
Mississippi	511,817	10,570	1,831
Missouri	602,552	18,810	5,991
Montana	110,440	4,886	1,517
Nebraska	270,993	11,019	4,968
Nevada	12,988	605	203
New Hampshire	54,044	2,533	732
New Jersey	472,161	12,452	2,267
New Mexico	81,892	2,247	815
New York	1,498,001	52,067	9,341
North Carolina	616,398	14,124	2,878
North Dakota	156,414	6,413	3,287
Ohio	819,158	28,626	8,679
Oklahoma	516,261	12,094	2,718
Oregon	123,244	5,421	1,529
Pennsylvania	1,390,969	88,839	11,651
Rhode Island	83,131	2,580	346
South Carolina	385,697	7,978	1,198
South Dakota	125,430	6,862	4,271
Tennessee	560,812	11,551	4,897
Texas	989,810	26,090	4,405
Utah	100,096	2,978	549
Vermont	53,973	2,590	1,097
Virginia	451,982	12,455	2,909
Washington	224,442	7,386	1,807
West Virginia	300,780	10,227	3,201
Wisconsin	371,756	13,892	6,895
Wyoming	34,895	1,709	842
18,709,211		562,184	154,301

Copy for September, the first issue of the school year, due not later than July 25th.

F. A. Owen Publishing Co., Dansville, N. Y.

When Ornate Decoration Fits in with the Spirit of the Campaign

It Is Wise and Proper to Go in for Period Design and Extensive Embellishment, Provided There Is a Selling Reason

By W. Livingston Larned

SYMPATHY is to be extended to the vice-president of a Pittsburgh concern who, upon having submitted to him the proof of a page advertisement, over-elaborated and cluttered with pen-and-ink border effects, cried out in committee meeting:

"Where is the advertisement? I can't find it for decoration!"

And the thing advertised was a piece of power-plant machinery. The artist had surrounded a half-tone showing of the machine with a three-inch-wide period decoration.

"But what's the idea?" he demanded.

"Atmosphere," was the answer. "We want to convey the impression that this is a de luxe product—a piece of art in its line."

"Well," was the reflective response, "you just forget atmosphere and give me a big picture of my machine. We are not selling Louis XVI ornament."

The incident is mentioned merely to indicate that there is a place and a time for all things.

Decoration should be used for a reason, and a very definite reason. You can't simply "tack it on" for the love of fine things and lavender and old lace.

One of the oldest advertisers in the country insists that nothing shall go into any of his advertising which does not, in some way, sell goods or assist in selling them.

He has the right idea.

Ornamentation for the mere sake of fuss and furbelow, can be disastrous to the clarity of an advertisement. And it is just as well to understand that these intricate modern "border effects" are distracting. They demand attention. They catch and hold the eye. They are apt to be very insistent in an optical way. We have observed border effects so intricate, in-

volved and spectacular that they side-tracked vision. They said "No" when the eye asked to pass on to other matters.

It is just as true that the well ordered and wisely applied decorative design is of vast help to an advertisement—as essential as a dress tie with evening clothes; as indispensable as patent leather shoes under certain circumstances.

WHAT IS THE IDEAL DECORATION?

But you will certainly find that where such ideal decorative effects are discovered, they have been closely knit with some big basic selling idea. They are used with a definite purpose, not as an after-thought or a luxury. When employed as an anti-climax, they defeat their own purpose. Then they are the loudest instruments in the band.

The ideal decoration is so much a part of the entire composition that it literally "melts into it."

The shrewd ornate border assists in telling a story. It is a dress for a special occasion.

Certain advertisers are leaning heavily in the direction of super-decorative effects, lasting through entire campaigns. The demand has grown to such an extent that a number of specialists do nothing else. Truly, it is a specialization. There should be nothing of guess-work about decoration. Period drawings should adhere to their times and their restrictions. As oil does not mix with water, so ancient Egyptian will not mix with Colonial. Periods clash as surely as do temperaments. And there are enough people in the world who study such matters and who are familiar with them, to prohibit promiscuous jumbles.

Just why do advertisers find it advisable to give up such a liberal share of space to decoration; to

July 5, 1923

borders, obtrusive and eye-filling?

First and foremost, decorative effects, skilfully handled, actually do create "atmosphere." They provide aristocracy of environment. They are fastidious and the reverse of the hurried, the superficial and the cheap.

They suggest pedigree, what-

of the advertisement hinges upon this theme.

The central photograph of a motion picture actress attired in her famous part as a Princess of the period, is equally applicable and proper. And as the decorations of her royal raiment more nearly fit her to her times, so do the pen-and-ink decorations for the entire advertisement suit the manner to the mood. The decorative border is good salesmanship. It is sales atmosphere. By its grace and charm and authenticity, it does suggest pedigree. The Community advertisement is therefore an admirable example of decoration fitted nicely to the specific needs of text. It is not a luxury. It is a helpful influence.

It should be noticed that by its very arrangement and composition, the elaborate pen decoration never once retards the importance of illustrations or text. It merely "sets them off."

In another Community campaign equally ornate effects are employed. This time the Bird of

Paradise theme influences the artist's interpretation of added embellishment, and is logical. However fanciful and even arbitrary the design may be, it is in the mood of the particular article advertised. Such decorative effects as these are doubly valuable.

It does not naturally follow that decorative effects of this character can be used only when a pattern or a product provide the period. This would be manifestly unfair and untrue. Decorative borders can be valid for advertising anything from a tube of tooth paste to a kitchen cabinet, provided certain rules as to weight, color,



MUCH DECORATION! YES. BUT THE TEXT VALIDATES IT

ever the product. Here are some instances:

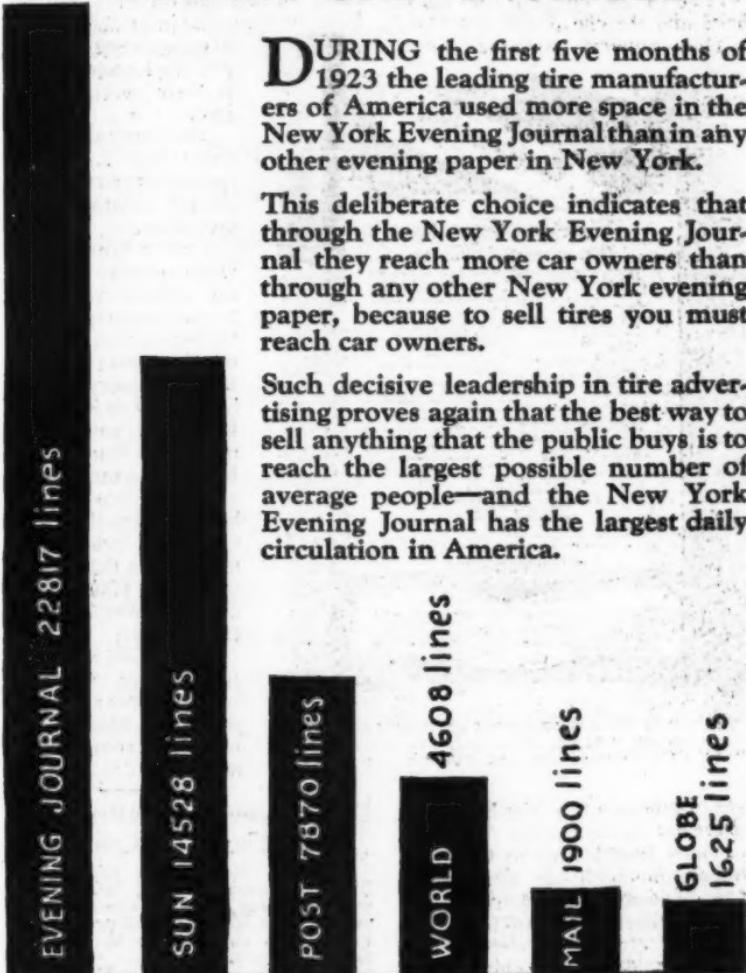
Take a recent advertisement for Oneida Community plated-ware lines, Tudor Plate, that is reproduced herewith. Very largely, the space is taken up by decoration. But you will notice that it is more of an accessory than an intrusion. It is validated by its period significance. The Tudor influence is carried through to a successful conclusion. It is part of the entire page and not at all a side issue. By its own power and right, it is a living part of the advertiser's story. A special Tudor design has been selected, and everything in the illustration

To sell Tires— reach car owners

DURING the first five months of 1923 the leading tire manufacturers of America used more space in the New York Evening Journal than in any other evening paper in New York.

This deliberate choice indicates that through the New York Evening Journal they reach more car owners than through any other New York evening paper, because to sell tires you must reach car owners.

Such decisive leadership in tire advertising proves again that the best way to sell anything that the public buys is to reach the largest possible number of average people—and the New York Evening Journal has the largest daily circulation in America.



NEW YORK EVENING JOURNAL

Largest daily circulation in America
—and at 3 cents a copy

July 5, 1923

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and logical assimilation are observed.

When Unguentine, a Norwich Pharmaceutical Company product for burns, cuts, bruises, etc., was first advertised in a progressive manner, it was felt necessary to segregate the product from the many

And it has been so with Unguentine. Refinement was written plainly on these pages. The decorative effects constitute the fine raiment and the silks and satins of aristocracy. Clothes make the man, we say, and decorative effects have a vigorous influence on the atmosphere of the printed page. That is their special province.

The current campaign for Lournay toilet preparations is chiefly decorative atmosphere.

Every line of it, while perhaps bearing no definite reference to the products, nevertheless carries a sense of the artistic, the frivolous of society, the butterfly-wing perfume and powder of my lady's boudoir. A fan may be turned into a thing of pen-and-ink beauty. Frail lines, curled and twisted and made into a design, are part of a plan which creates atmosphere for the product.

Decoration, properly used, is as much a requisite to advertising as any other form of manufactured atmosphere.

THE USE OF DECORATIVE BORDER HERE DISPLAYED IS A VERY PROPER USE; FOR IT IMPARTS ATMOSPHERE AND QUALITY TO THE PRODUCT

other articles of a similar character then on the market. And the one best thought was to surround Unguentine with an atmosphere of exclusiveness, of quality.

Decorative borders of an ultra-elaborate character were used. They had absolutely nothing to do with the product. The average person could not pick out from any one of these decorations a tie-up theme with Unguentine. Nevertheless, the first visual glimpse of a page was automatically suggestive of quality.

Many times a rather homely house has been given distinction because of the art of the landscape gardener.



**H. J. Hoover, Vice-President,
Blaine-Thompson Company**

Harry J. Hoover has joined The Blaine-Thompson Company, Inc., Cincinnati advertising agency, as vice-president, in charge of its public utility division. For the last twelve years Mr. Hoover has been commercial manager and director of public relations for The Union Gas and Electric Company, Cincinnati.

**McJunkin Agency Secures
Belting Account**

The Hide & Leather Belting Company, Indianapolis, Ind., manufacturer of fan belts, has placed its advertising with the McJunkin Advertising Company, Chicago. A campaign for "Hilab" belts is planned in business papers and magazines.

A New Slant

We invite the Advertising Manager who sometimes feels that he is growing stale (and who does not feel this way at times?) to consult us.

He has been living with one theme for a long time. We will approach it from a fresh viewpoint.

The onlooker often sees a chess move the far more adroit player overlooks—because he is the player, because he is too close to the game.

Charles Francis Press

Printing Crafts Building

Telephone Longacre 2320

461 Eighth Avenue, New York City

July 5, 1923

July 5, 1923

A handbook for space buyer

THE purpose of this booklet is to take the guesswork out of space buying.

The man who selects advertising media does so in a maze of conflicting claims and opinions.

Lacking some definite standard, by which to measure values, his job is a hard one.

"Thrift in Advertising" is the business paper yardstick. In a series of 49 questions and answers it lays down the basic rules by which the selection of advertising media can be scientifically accomplished and full value assured for every dollar to be spent.

"Thrift in Advertising"—just out, genuinely helpful and free for the asking. Address

THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St. West; Indianapolis, 15 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, MOTOTRANSport, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAR HOUSING, THE TIRE RATE BOOK, THE AUTOMOBILE TRADE DIRECTORY

Thrift
in
Advertising
in the
Automotive
Field



Free—Send for your copy!

Clinical Architecture Advertised

The tendency today in medical practice, as in most other fields of activity, is toward specialization. This has led in the medical profession to what is known as "group practice." This is the formation of a group of specialists—a diagnostician, a gynecologist, an internist, a surgeon, etc. These specialists have a common secretary, a common library, etc., and patients are sent to that member of the group to whom the diagnostician's findings indicate he should go. Such an organization requires a special building—laboratories, operating rooms, X-ray rooms, etc. The architectural firm of Ellerbe & Company, St. Paul, Minn., have recognized this and are using space in medical journals to announce that they are architects of hospitals and clinic buildings. The copy is headed, "Clinical Architecture."

Building and Loan Associations Advertise

M. Getz & Son, Inc., Philadelphia, operating nine building and loan associations, are using newspaper advertising to bring out the safety and saving value of such investments. The copy states that its mortgages are confined to home buyers; that they have been in successful operation for thirty-five years; that they give a return of from 7 to 10 per cent; and that they are under the supervision of the Pennsylvania State Banking Department.

McCaskey Register Company Appoints Warren, O., Agency

The McCaskey Register Company, Alliance, O., has placed its advertising account with McClure & Orton, Warren, O., advertising agency.

This agency also has obtained the accounts of the Johnson Bronze Company, New Castle, Pa.; The Claravox Company, Youngstown, and The Packard Electric Company, The Denman-Myers Cord Tire Company, The Heltzel Steel Form & Iron Company, and The Halsey W. Taylor Company, all of Warren.

Institute of Margarine Manufacturers Hold Meeting

At the annual convention of the Institute of Margarine Manufacturers at Atlantic City, N. J., Theodore E. Ash, Philadelphia advertising agent, spoke on the subject of "Co-operative Advertising." A. de Montluzin, of the Poster Advertising Company, Cincinnati, also addressed the delegates.

Joins San Francisco Agency

Myron Nelson, recently with the San Francisco office of Foster & Kleiser, outdoor advertising, has joined the copy staff of the Harold C. Wurts Advertising Agency of that city. Mr. Nelson was formerly art editor of the Oakland, Cal., *Post-Enquirer*.

Combines Consumer and Sales Organization Appeal

The Farm Electric Utilities Corporation, a subsidiary of the Poole Engineering and Machine Company, Baltimore, is using periodical space both to present its product to consumers and to build up a sales organization. Its product, as the copy describes, is an electric light and power unit for rural homes. The facts featured are that wearing parts of its single-cylinder engine may be replaced at any Ford service station; that the generator is built by the General Electric Company, and that the batteries are Exides. It is pointed out to prospective representatives that a large volume of electrical business would follow the installation of electricity on the farms. Previous to this recent use of periodical space it has been building its distribution organization with the help of farm-paper and newspaper space.

A New House Furnishing Publication

A new trade paper in the house-furnishing field will make its initial appearance on July 10 under the name of *Housewares*. It will be published by John R. Ward, of New York, for several years manager of *House Furnishing Review*. *Housewares* will have a page size of 5½ by 8¾ inches.

George Ellmer has been appointed Eastern manager and H. E. Warner, of Chicago, Western manager, of the new publication.

Dealer Tells of Value in Nationally Advertised Brands

Nationally advertised products are given credit for their part in creating prestige and good-will for A. Victor & Company, retail furniture store, Buffalo, the company states in its newspaper advertising. In its copy the company lists the names of more than thirty nationally advertised brands which it carries.

Campaign for Gregory Golfing Supplies

Newspapers and golf magazines are being used in a campaign which the Gregory Sure-Grip Company, Buffalo, is conducting for its golfing supplies and equipment. This campaign is being directed by J. Jay Fuller, Buffalo advertising agent.

Douglas Trade-Marks "Corflex" Shoe

The W. L. Douglas Shoe Company, Brockton, Mass., has registered the trade-mark "Corflex" for use on a new shoe combining the features of lightness and flexibility with a corset-shaped, snug-laced device for supporting weak arches.

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Henri, Hurst & McDonald

A D V E R T I S I N G

Chicago



FEW concerns in the clothing industry are so widely or so favorably known as David Adler & Sons Company, now in their seventy-fifth year.

It is an honor to serve as advertising counsellors to the creators of Adler Collegian Clothes.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.



This Is Our Day

By Richard Le Gallienne
Decoration by Franklin Booth

THIS is our day.
All nations have their hour
When the strong star that lights them
their way
Climbs to the throne of its predestined
power,
The day appointed for their soul to flower,
Some battle against wrong divinely won,
Some deed transcendent done,
Some hero with his face high in the sun.
Some sudden day that nameless was before
Shines in the calendar with celestial ray,
And takes on fame,
Henceforth to be a name
Among Time's nameless days for ever more—
This is our day.

So long, year after year, this day went by,
And, when men said "the fourth day of July,"
It meant no more upon their lips to say
Than any other day;
Idly, ingloriously, it drifted by,
And none foresaw the hour when it should be
Written in stars for ever on the sky
And sung for ever by the eternal sea.

Then from the deeps of God with mighty
throes,
Sudden a morn miraculous arose,
And a new land was there with a new name,
And on the winds a voice like thunder ran,

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As to our destined day at last we came,
And threw the gates of Freedom wide for
man;

Bidding the wide world on that morning see
That, let who would be slaves,—this land
was free.

Our day it was—is—ever more shall be,
This day we proudly gave to Liberty,
The day of sweet deliverance, and glad
might,

And peace of men that call their souls their
own,

And stern delight

Of laurelled victors and of trumpets blown
For one more conquest of the Ancient
Night.

Our day—but how long since symbol and sign,
A starry torch uplifted in our hands
Among all other days for other lands
With steady faith to shine,
An everlasting witness, an oath sworn
By man made free to free men yet unborn
That never more again
Men shall wear yoke or chain,
While grass grows green, birds sing or
waters run,
Or mounts the morning sun.

From the July issue of

The Elks

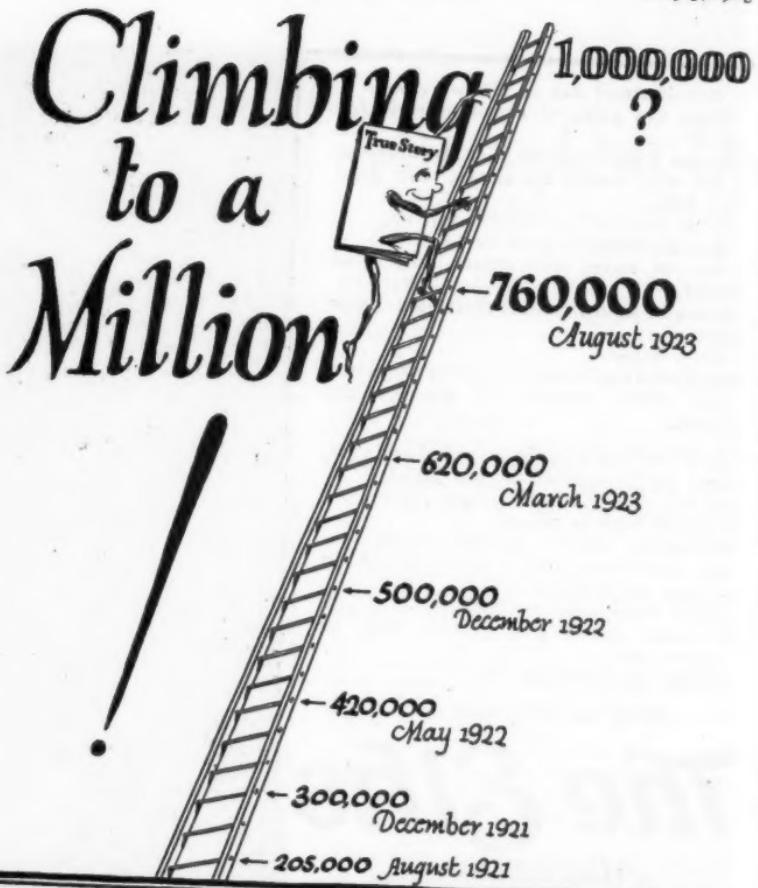
Magazine

The largest proved male circulation in America"

50 East 42nd Street, New York, N. Y.



July 5, 1923



True Story

MAGAZINE

"AMERICA'S FASTEST GROWING MAGAZINE"

Chicago

Macfadden Building
1926 Broadway
New York, N. Y.

Boston



100,000 December 1919

How

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A Wholesaler Gets Retailers to Advertise Co-operatively

How the Far-sighted Policy of the San Antonio Drug Company, a Wholesale Concern, Is Building Broader Sales for the Entire Drug Trade of That City

MANUFACTURERS in all lines have, for many years, found it profitable to devote considerable time and money in efforts to interest retailers in advertising and to raise their advertising ability. This practice has not been so common in wholesale circles, although it would seem that if manufacturers are convinced that time and money expended in this direction is a good investment, wholesalers would have like experiences. As a matter of fact several wholesalers in different fields have made and carried out sporadic plans of local advertising co-operation with dealers. However, there is room for vastly more work of this sort. An indication of what may be done and what may be accomplished is to be found in the story of the San Antonio Drug Company. This is a wholesale concern serving the drug trade of the Southwest.

For some years, William Ochse, president of this San Antonio wholesale drug company, has been impressed with the idea that there should be closer relations existing between the retailer and the wholesaler. Last fall, with this in mind, he formed in his organization, a special advertising department, designed and operated for the sole purpose of encouraging and assisting a co-operative campaign among the retail druggists of San Antonio. The department has since expanded its service to include druggists everywhere who wish to avail themselves of it. But to return to the co-operative advertising plan.

At a luncheon in January of this year, Mr. Ochse appeared before the San Antonio retail druggists and presented to them in rough outline a plan which has since developed into what is called the Truth campaign. His ideas met with the approval of

the Retail Druggists Association. A committee of publicity, consisting of five prominent retailers, was appointed to work in conjunction with the special publicity department of the San Antonio Drug Company. The campaign was mapped out and seventy-nine retail druggists agreed to co-operate and share equally the cost of the publicity.

A FULL-YEAR CAMPAIGN

The schedule called for full pages, one-half and one-quarter pages in three San Antonio newspapers. The campaign is to run fifty-two weeks. All the advertisements are built around the central idea of selling the drug store to the public by getting people to recognize that these stores are reliable agencies and necessary to a community's welfare. Provision is made for featuring in each advertisement one of the many sidelines that drug stores carry.

Before discussing the success of the campaign as judged by results, it should be noted that the advertising schedule is not yet half completed. Consideration also should be given the fact that the aim was not to produce a wave of spasmodic buying. Rather, it was the intention to bring the drug store to the notice of the public; to convince the people that the druggist is more than a merchant.

In this educational field the co-operating retailers feel the advertising has already proved its capabilities. More directly the campaign has demonstrated its efficacy by broadening sales in no uncertain manner. It is the consensus of opinion among the co-operating druggists that the campaign will help tide them over the usual dull summer season.

Most important is the fact that the San Antonio Drug Company

has cemented its friendly relations with the retailers it serves and is building both their business and its own. Surely it is not necessary to point out that what this concern has done, other wholesalers may do with similar success.

The Navy Advertised as an Exacting Customer

The American Stores Company, Philadelphia, recently got a contract for 400,000 pounds of their "Louella" butter to be supplied to the United States Navy. They informed the public of the contract in newspaper space, pointing out that the Navy was a discriminating and exacting buyer. "It pays to buy everything else as well as butter in our Stores," was the closing line of the advertisement.

Ide Offers Dealers New Service

Geo. P. Ide & Company, Inc., Troy, N. Y., are offering dealers in the Middle West a new service, that of a general service man to aid them in their collar and shirt displays; advice in the buying of stock, and to lend any other assistance possible. O. M. Jeffords, who has been associated with the Ide company for several years, will have charge of the new service department.

Wilmington, N. C., "Dispatch" Appointments

R. B. Mahaffey, circulation and advertising manager of the Wilmington, N. C., *Dispatch*, has been appointed general manager. J. C. Bowers has been made advertising manager. The *Dispatch* was recently bought by Major Joseph W. Little and J. L. Horne, Jr. Mr. Horne also is publisher and owner of the Rocky Mount, N. C., *Telegram*.

The Taxi Set Forth as a Sales Help

In Philadelphia newspaper advertising, the Yellow Cab Company, of that city, is recommending the use of taxicabs as a help to salesmen. "You can make twice as many calls if you use a Yellow," the copy states. "More calls mean more sales. Riding in a Yellow is a profitable investment."

Quick-Drying Ink Advertised

The advertising of the Dello Ink Corporation, New York, is being placed by the Alfred Austin Advertising Agency of that city. It is advertised as erasure-proof, waterproof, and quick-drying. Newspapers in New York territory and several business publications are being used.

Shoe Polish Copy Preaches a Moral to Boys

Recent copy run in the newspapers by the F. F. Dalley Company, Inc., Buffalo, N. Y., maker of "2 in 1" shoe polish, is aimed straight at the boy. Lined up before the desk of an executive is a row of boys all seeking the job of office boy. The executive is pointing with his pencil to the only boy in the line whose shoes are neatly polished and is saying, "You get the job!" Below are the words: "Moral—use 2 in 1 Shoe Polish. Keep your shoes neat."

Extend Hawaii Tourist Bureau Campaign

The Hawaii Tourist Bureau, Honolulu, now advertising in national magazines and metropolitan newspapers of the United States, has extended the scope of its campaign to include daily English newspapers in Tokyo, Shanghai, Manila, and Hong Kong. Plans also call for the addition of newspapers in India, the Straits Settlement, and Java.

San Francisco Blazoned as a Convention City

The San Francisco Convention & Tourist League, an association of San Franciscans, is conducting a campaign in metropolitan newspapers of the Pacific Coast for the fostering of sentiment in favor of San Francisco as a convention city. The campaign is being handled by the Le Vene-Friesley Agency, of that city.

Donald K. Moore Joins Campbell-Ewald

Donald K. Moore has joined the staff of the Detroit office of the Campbell-Ewald Company, advertising agency. Mr. Moore was formerly secretary-treasurer of The Traub Manufacturing Company, Detroit, jewelry, with which he had been associated for six years.

Lima, O., Newspaper Becomes Evening Daily

The Lima, O., *Republican-Gazette* has been changed from a morning newspaper to a daily evening newspaper. It will continue to publish a Sunday morning edition.

New Officers of D. E. Sicher & Company

D. E. Sicher & Company, Inc., New York, makers of Dove undergarments, have made Frederick N. Wilzin and Alexander W. Cahn, vice-presidents.

Joins Paul Teas

Ralph Leavenworth is now associated with Paul Teas, advertising counselor, Cleveland. He was recently advertising manager of The Standard Parts Company, also of Cleveland.

interprets Detroit to you

DETROIT has a spirit—a irresistible, energetic tide of action, the like of which no other city possesses.

And the advertiser who desires to have this spirit interpreted to him in terms of sales turns naturally to the newspaper that has been longest in Detroit—the newspaper that is FIRST each day, not only in the hour of its publication, but in the hearts and minds of those homes that count most in any problem of selling by the printed word—The Detroit Free Press.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

esre Much Discussed—

Besides The Fox Furnace Company,
these clients are served by Fuller & Smith:

The Allyne-Zerk Company.
Direct contact lubrication for automotive vehicles.

American Chamber of Economics, Inc.
A consultation and educational service for executives.

The American Multigraph Sales Company.
The Multigraph.

Atlantic Stamping Company.
Household utensils.

The Cleveland and Buffalo Transit Company.
Great Lakes steamship lines.

The Cleveland Company.
Publishers, The News and The News-Leader.

The Cleveland Provision Company.
"Wiltshire" meat products.

Detroit Steel Products Company.
"Fenestra" windows and Detroit Springs.

Gainaday Electric Company.
Electric household appliances.

The Glidden Company.
Paints and varnishes, including "Jap-a-lac" and "Ripolite".

The Gypsolite Company.
"Gypsolite" wallboard.

The Hanna Building Company.
Owners and operators of The Hanna Building.

Ivanhoe-Regent Works
of General Electric Company.
"Ivanhoe" metal reflectors and illuminating glassware.

The Jeffrey Manufacturing Company.
Coal mining machinery, electric locomotives, elevating, conveying and crushing machinery.

National Lamp Works
of General Electric Company.
National Mazda lamps.

The Outlook Company.
Automobile windshield cleaners and rear view mirrors.

H. H. Robertson Company,
Robertson Process Asbestos Protected Metal.

Seiberling Rubber Company,
Seiberling tires and rubber heels.

Hotels Statler Company, Inc.,
Operating Hotels Statler in Buffalo, Cleveland, Detroit, and St. Louis, and Hotel Pennsylvania in New York.

The Timken-Detroit Axle Company,
Axes for motor vehicles.

United States Chain & Forging Company,
"McKay" tire chains and commercial and industrial chains of all kinds.

University School,
College preparatory school.

Westinghouse Electric & Manufacturing Company,
Electric apparatus, appliances and supplies, including household labor-saving devices.

Willard Storage Battery Company.
Storage batteries.

beam advertising puts its main emphasis on a principle rather than directly on a product. Everybody in the trade is watching it, because thousands of furnace prospects are reading it.

er Smith - Advertising

150 Euclid Ave., Cleveland

Member American Association of Advertising Agencies

Member National Outdoor Advertising Bureau, Inc.



In 1914, one ton of structural steel was sold as compared with each \$638 spent for building construction.

In 1920 (which saw an increase of more than 350% in building construction over 1914), one ton of structural steel was sold as compared with each \$2210 spent for building construction, a decrease of more than 346%.

Are the steel fabricators satisfied with this condition?

Advertising will undoubtedly strengthen the position of structural steel manufacturers in the building as well as other fields. We, as technical advertising agents with a record of accomplishment with such companies as Blaw-Knox Co., Lewis Foundry & Mach. Co., National Valve & Mfg. Co. and others, are in an unequalled position to handle such an account.

If you are interested in discussing the details of such a proposition, a word from you will bring one of our officials to consult with you.

BISSELL & LAND, INC.
337 Second Ave. Pittsburgh, Pa.

Advertising Agents and Merchandising Counsellors

Standard Oil Company Helps Lagging Imaginations

Local Pride Is Keynote of New Campaign to Promote Travel to Famous Spots

THE resident of Connecticut will enthuse about a beauty spot or an historic point in his own State, while one in a neighboring State may leave him cold. The Court House at Somerset or the City Hall at Newmarket are objects of intense satisfaction and pride to the denizens of these places, but the true town, city or State booster cannot see so much beauty in the places admired by strangers. This motive of local pride, which seems to be particularly strong in America, has often been used by national advertisers to give their copy a local appeal. Local pride has a special appeal when a man travels. There is a man in New Jersey who goes miles out of his way to a certain city so that he can ride over a road once traveled by George Washington and his army. But the usual Sunday motorist is apt to have a lagging imagination, is not inclined to search out the interesting spots in his own State, and travels the same main roads week after week.

The Standard Oil Company (New Jersey) has recently started a newspaper campaign in the six States served by the company and in the District of Columbia, in which local pride is the copy keynote. The Standard Oil Company of Kentucky in-

stituted a similar plan of advertising a year ago, as told in PRINTERS' INK of September 14, 1922. "Know Your Own State,"

KNOW YOUR OWN STATE



"Elmwood", one of
West Virginia's noted
Old Colonial Homes

Have you ever taken a run through Monroe County? Sometime this summer head for Union, the county-seat.

In and near Union are several handsome residences—splendid remains of the olden days. Among them are "Elmwood" and "Walnut Grove". At the former, Henry Clay and other famous men of the day were frequent guests. Two miles east of Union is Old Bald Rock Church, built in 1796. The location is unique or built so as to afford workshop opportunity for defiance against the Indians still stands, though promoted by a new roof.

"Standard" is a correctly balanced gasoline which will do much to make every motor trip a pleasure. It is the gasoline that depends on "Standard" for full power and action, quick starting, nimble pick-up and a clean-burning mixture.

Along the principal highways in every direction you'll find these pumps with the red "S.O." that gives you the quality gasoline—made in West Virginia. You can safely trust to "Standard".

STANDARD OIL COMPANY
(New Jersey)

"STANDARD"
Gasoline



A TRIP FOR WEST VIRGINIANS IS NOT ONLY SUGGESTED
IN AN APPEALING MANNER, BUT ACTUAL
DIRECTIONS ARE GIVEN

the motorist is told, and his attention having been directed, his interest is further aroused by the illustration of a statue, old mansion or beauty spot in his

July 5, 1923

own State, and also a map which shows him just how to get there. The historic spot on the map is placed strategically so that the man who owns a car will be induced to travel some distance and use gasoline while he is increasing his knowledge of his State.

In Maryland, for example, the Baltimore papers carry advertisements featuring two monuments in Frederick, one to Francis Scott Key and the other to Barbara Freitchie. The copy called attention to other interesting points in the same city as follows:

A trip to historic Frederick, Md., the final resting place of the man who wrote "The Star Spangled Banner," is very much worth while. There's the Old Stone Tavern on West Patrick Street; the Revolutionary Barracks on South Market Street; "Rose Hill," summer home of Maryland's first Governor—Thomas Johnson—one mile north of Frederick; the old mill, built in 1786 and still operated, West Church and Bentz Streets; and the site of Barbara Freitchie's home, made famous by Whittier, at West Patrick Street at Carroll Creek.

A few sentences following called attention to the good qualities of Standard gasoline and then a further appeal to local pride in the phrase "Made in Maryland." Papers in each State carry the line for the State in which the copy appears. Many comments by editors, Chambers of Commerce, Rotary Clubs and the like have been received by the company, indicating that pride in the native State is a very real force. More than 100 daily newspapers in the territory served by the company are being used in the present campaign.

A Dentist Has a Triple Purpose Advertising Campaign

WHAT is an orthodontist? The editor of the "Bulletin" of the Direct Mail Advertising Association looked up the word in the dictionary and found out that an orthodontist is a dentist who makes a specialty of straightening crooked teeth. It is a fairly safe assumption that a great many peo-

ple are not aware of the purpose in life of the orthodontist. Realizing this lack of knowledge on a subject of such vital importance as the teeth, a Pacific Coast orthodontist is using direct-mail advertising to educate the public to an appreciation of the work in dentistry in which he specializes. Through the medium of advertising he is selling his services to the public in general and to other dentists and physicians in particular who don't do such work themselves.

In discussing the advertising campaign of this dentist, the "Bulletin" of the Direct Mail Advertising Association states that the unusual thing about this advertising is that the doctor had the permission of the dental society in his county to do it. The pieces used were monthly calendars in two series—one to parents, and the other to professional men. They are attractive calendars, such as any home or office might be glad to use. Below, at one side of the colored picture is a short paragraph giving information about the benefits of orthodontia, and the name of the orthodontist.

The message to the parent is put in simple language, while that to the professional is couched in technical terms, adapting the message to the reader. The copy is purely educational; not a word is said about the ability of the doctor himself.

According to the association's bulletin, when the doctor was questioned as to results he replied that the campaign has "repaid him a thousand fold." He stated that not only did he succeed in educating the mothers but that he had aroused the interest and co-operation of other dentists and physicians.

**R. A. Osmun, President,
"Toilette Goods"**

R. A. Osmun has been made president of the Toilette Goods Publishing Company, Inc., New York, publisher of *Toilette Goods*. For the last three years he has been with *Toilet Requisites*, New York, as production man and managing editor. He was at one time Western representative of *Playthings* and *Geyer's Stationer*, both of New York.

July 5

Gentl

Subject: Does This Advertising Pay Us?

Gentlemen:

Many of our clients and friends, and even several of our competitors have asked us whether this advertising of ours in PRINTERS' INK has paid us.

Whether an advertising campaign pays, and how it pays, depend upon what the advertiser is trying to accomplish. A year ago in April we began in PRINTERS' INK a three to five year course of educational advertising to let advertisers, publishers and their representatives, wholesalers and retailers, as well as sales agencies, and also our competitors, know how we thought and worked in dealing with important problems of marketing, selling and advertising.

We figured that such advertising would automatically select for us a certain number of advertisers who would be glad to know our firm, would have more respect for our judgments and would be more favorably inclined toward us when the time came to make arrangements with an advertising agency—concerns whose advertising we would be free to handle and whose products, management and financial status would meet our requirements.

On the above basis this PRINTERS' INK advertising has been extremely profitable to us, although to date it has not brought us a single client whose business we could accept. Nevertheless our business has increased, and the year 1922 proved to be the most profitable of our twenty-seven years. This advertising has brought most gratifying comments of approval, both by letter and by word, from our present clients; from other advertisers; from a half dozen or more of our competitors whose judgments and sincerity we value; and from many publishers' representatives, and others in the advertising field.

Of course everybody knows that an advertising agency's business is different from that of a manufacturer. The manufacturer can take all kinds of business. He can take any orders that are offered him if the credit is good. An agency serving only one client in each field can accept only a small percentage of the business offered it.

Yours very truly,

M. P. Gould Company

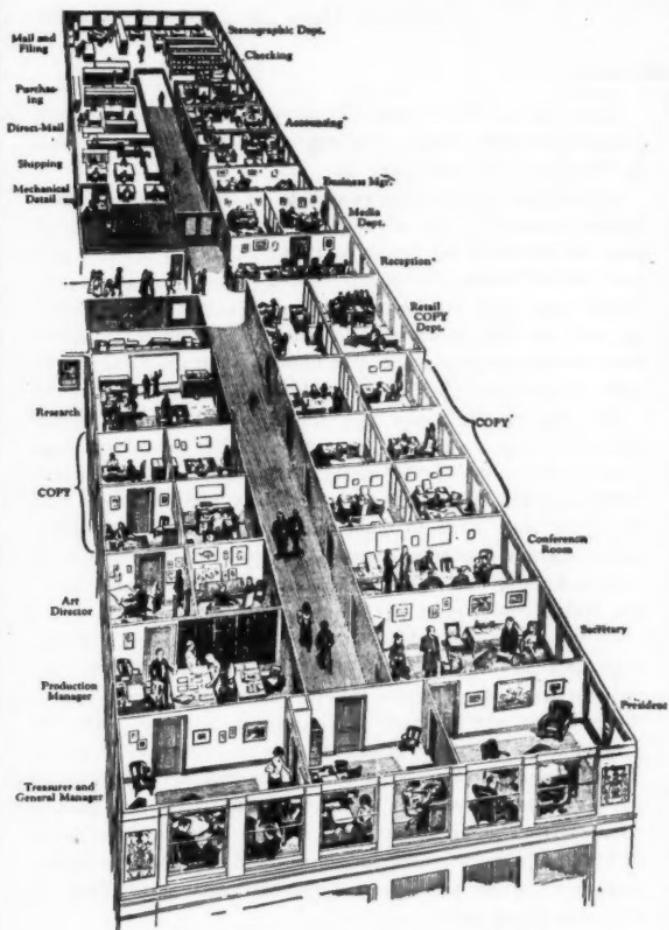
Advertising Agency

Charter Member A. A. A. A.

454 Fourth Ave., N. Y.
Phone—Mad. Sq. 9070.

July 5, 1923

July



This is a bird's-eye view of the Campbell-Ewald Company offices on the 13th Floor of the General Motors Building, Detroit. Since this view was made 1327 additional square feet of floor space have been added to take care of the expansion of various departments due to an increasingly large volume of business.

CAMPBELL~EWALD

NEW YORK

DETROIT



Advertising Well Directed

Campbell-Ewald offices are especially arranged to meet the most exacting requirements of advertising agency practice. Each member of the staff has his own quiet, completely equipped office. The executive, creative, business and detail departments are so planned as to coordinate every stage of production and yet prevent interruption of one department by another. All have been organized to insure both order and efficiency in producing "Advertising Well Directed."

COMPANY *Advertising*

CHICAGO

TORONTO



The
University

Business-Paper

Trade Advertisement as a Dealer Selling Chart

Campaigns That Dissect the Product and Furnish Merchants with Vital Selling Information

By W. B. Edwards

SINCE the average retail stock includes from several score to several hundred or thousand different items, it is not difficult to understand why dealers are not so thoroughly acquainted with the selling points of all the articles they handle as efficient marketing demands. The arts of manufacture have progressed more rapidly than have the assimilation of them by the dealer and his clerks. And such a wide variety of modern goods requires vivid salesmanship constructed on intimate knowledge of how the article works, of what it is made and what it will do.

When a manufacturer is fortunate enough to operate in a field not over-run by competition, limited acquaintance with the product by retailers may not be a serious stumbling block. But if there are thirty-seven different electric washing machines, for example, it is at once apparent that the dealer must know the line he handles thoroughly if he is not to lose sales to rivals.

It is with this in mind that many manufacturers are turning their business-paper campaigns into correspondence courses on product construction. Both by text and pictorially, dealers are being shown the hidden merits of a wide variety of goods and the special features which make specific articles stand out from the crowd.

In this connection, a diagrammatic style of illustration has been devised which, while quite primitive, seems almost new, because it has not been used in quite this manner before. The current business-paper campaign of the Russell Electric Company is of this type.

This company's advertising features an electric iron—a product selling in a market already well crowded. But the Russell adver-

tising to the dealer does not touch on the conventional commonplaces of the business. Yes, the complete iron is shown. But alongside is a phantom view, disclosing the "inside" of the product and all its mechanical features.

GETTING INFORMATION TO DEALER IN A PLEASANT AND QUICK WAY

With the aid of this phantom drawing, the most ordinary dealer can, in a few minutes, learn all there is to know concerning the iron's internal mechanism. And an electric iron is a far more complicated device than most of us imagine.

Thirty separate and distinct points have been designated on one chart of an electric iron. It is doubtful if the average clerk could mention more than one-third of them. Yet they are all valuable selling and talking points. One of these illustrations is apt to sell the dealer himself on the article and that is an important advantage.

Very often these business-paper advertisements are no more than selling charts for the dealer or clerk to use in personal contact with the trade, although this is not intimated in the message.

The Rome Wire Company has taken a simple product—electric wire—and diagrammed it, detail by detail, into the consciousness of the trade. Would you suppose that in a single piece of wiring there were ten very significant features? By ripping the outer cover from the wire, the Rome company discloses the very anatomy of Rome wire. The product is X-rayed. And to make certain that the picture is understood, arrows lead from the construction features to numbered paragraphs which explain the details.

Phantom drawings are not used to so great an extent as their efficacy justifies, because such illustrations are quite difficult to produce. The average artist is not equipped to draw them. Very often, the first rough draft is made by someone in the drafting or engineering room of the concern. Intensive application and factory experience are required.

solid black background. From little boxes of text, arrows led to each detail of the machine. Even the casters were pointed to with pride. Here was a sales manual compressed into the space of an ordinary illustration. The picture was a complete sales presentation. There is nothing left to the imagination. And the story was flashed with almost unbelievable speed. A solid hour of talk could accomplish nothing more.

Copy of this nature furnishes retailers with information they require if they are to be truly efficient representatives. Moreover, it is an important aid in solving that most intricate of merchandising problems—the education of retail salespeople. Dealers can take this Voss advertisement and instruct clerks in the same fashion followed in the schools. It is really an illustrated lecture.

In the shoe-trade publications advertisements will frequently be found illustrating footwear that has been cut in half. The "innards" are magnified and laid before the merchant for his inspection. This permits of no empty talk. Both picture and text deal with

unadulterated facts. Consequently, the advertising appeals to customers and prospects alike. The former learns of things which can be made the basis of a stronger sales talk, as he sits on his stool fitting shoes. The prospect is given the information he wants and needs when considering the selection of a new line.

The Bowen Products Corporation advertises the Bowen-Empress high-pressure lubricating system for automobiles. It wants garagemen and others to know

ROME WIRE

◆ SUPER SERVICE ◆

is the name of
the product
just as super
service is the
nature of its
performance



Rome Wire Company • 1100 Broadway • New York
Diamond Street • Buffalo, New York
Montgomery, N.Y. • Atlanta, Ga. • St. Louis, Mo.
Chicago, Ill. • San Francisco, Calif. • Los Angeles, Calif.

WIRE-ROME

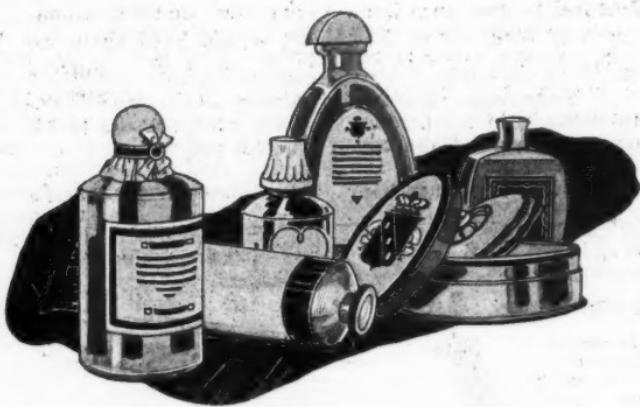
A SIMPLE PRODUCT SIMPLY EXPLAINED TO THE TRADE
WITH ILLUSTRATION'S AID

Obviously, the phantom drawing has advantages of dramatic value. It takes one on a visit to the most secret places and brings these hidden spots into the glaring light.

When it is impracticable to make use of the phantom there still remains the simple expedient of charting the product.

For example, the Voss Bros. Manufacturing Company wanted to show retailers exactly how the Voss electric washer was constructed.

The machine was pictured on a



Do Advertising Folks Get the Most Good from Their Purchases?

The old folks often "reminisce" of women who were "a good hand in sick-room or kitchen."

We still speak of men as being "handy with tools."

With a hammer, nails and saw, some men do a fair job of carpentering. Give some women the contents of the most meagre medicine chest and they are ready for any emergency. Others will take a few turkey bones—stale bread and raisins and make an appetizing meal.

Advertisers are beginning to capitalize "handiness" by showing people "how to." The more desserts the public know how to make from raisins, the more raisins consumed. The more uses we know for Listerine, the higher the consumption per capita.

The logical place for preaching the gospel of "how to" is in the package itself, as thousands of advertisers have discovered.

The public can acquire a very fair education in domestic science—beauty treatments and first aid to the injured from the advertising that comes packed with products.

Naturally, you would think that the families of advertising men, above all others, would read these inserts—become unusually “handy” with the contents of pantry, tool or medicine chest. The advertising agnostics insinuate that we advertisers pay more attention to advertising than anybody else.

But how many of us know that Listerine is not only a remedy for halitosis but quickly heals the sore on baby's face that he insists on scratching?

Perhaps you have used Vick's Vaporub for coughs and colds. But have you ever tried it for earache? Sh—a doctor—unethically—told me it's the best thing he ever used.

Do you ever have a slight flavoring of vanilla in your candied yams—or iced tea seasoned with ginger ale? “Packed with product advertising” is the most altruistic and yet the most selfish advertising a manufacturer can do.

To insure the inserts being kept and read, more and more advertisers are printing them on blotting.

But get the habit of reading what's inside the container even if it isn't printed upon a blotter.

Our new booklet “Packed with Product Advertising” will prove of interest to those whose articles are packaged or should be. It tells how to put slacker space to work. It will be sent upon request to manufacturers and advertising agents. *Standard Paper Mfg. Co., Richmond, Va., makers of*

REGISTERED **Standard** TRADE MARK
Blottings

“More Mental Impressions from each printing impression”

Sold by leading paper houses in the U. S. and Canada

July 5, 19

what happens when the device is in operation. With this in mind, a cross-section view of the Bowen-Empress Gun has been prepared and is included in the copy.

Now cross-section pictures may be confusing to the lay mind. They may smack of higher mathematics, engineering, and every-

one. The front and back views of the switch were shown so that all could see and learn.

Then there is the electric pull socket. Would you believe it requires 212 operations to produce this ordinary fixture? The Bryant Electric Company employs an ingenious pictorial scheme to show dealers the forty-nine parts which go to make up a socket.

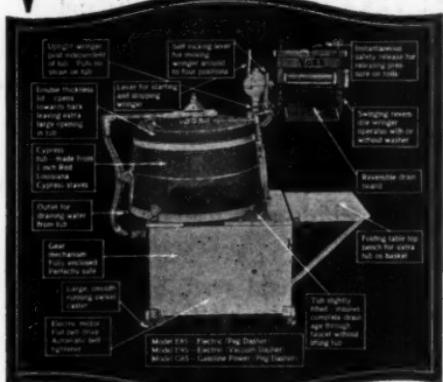
The Asian Appl.

The Apex Appliance Company believes that the tub is one of the most important parts of a washing machine. It wants its dealers and prospective distributors to know exactly wherein the Apex tub differs from others. For this purpose an outline drawing of the tub is included in most of the trade advertisements. It appears white on a black background and is so clearly drawn that this important selling point is made to stand out prominently and register unmistakably on the dealer's consciousness.

There is much to be said in favor of planning the business-paper campaign so that it gives retailers an anatomical view of that which is normally

VOSS

ELECTRIC SWINGING WRINGER WASHER



Mail Your Order NOW!

VOSS BROS. MFG CO.,
Davenport, Iowa.

OnThis.com

Ship as soon as possible, by..... unpaid freight the following:

Model E 85 Electric (Peg Disher) 67 \$54.60

Model G 85 Gasoline Power (Peg Duster) 65.00

?Am interested in your extra discounts for quantity orders.

Warehouses at Philadelphia, New York, Pittsburgh, Toledo, Indianapolis, Peoria, St. Louis, Kansas City, Omaha and Minneapolis

MAKING IT POSSIBLE FOR DEALER TO UNDERSTAND HOW THE PRODUCT IS CONSTRUCTED

thing else that is forbiddingly confusing. But this Bowen illustration is stripped of all higher mathematics. Aided by a lucid text explanation, the cross-section actually demonstrates the device's action.

Consider the electric switch. A very common device. And yet a rather intricate bit of mechanism. The Domestic Electric Company wanted its distributors to know what was hidden inside the polished exterior of the Domestic Automatic Safety Switch. This was accomplished by two small illustrations imposed on a larger

that which is normally hidden, or in other ways supplying information which the dealer and his clerks can use advantageously. Merchandise which is sold unintelligently is only half-sold. Moreover, even partial ignorance concerning a product has as its logical corollary only partial market development. Campaigns of the sort described go a long way toward welding the last link in the merchandising chain.

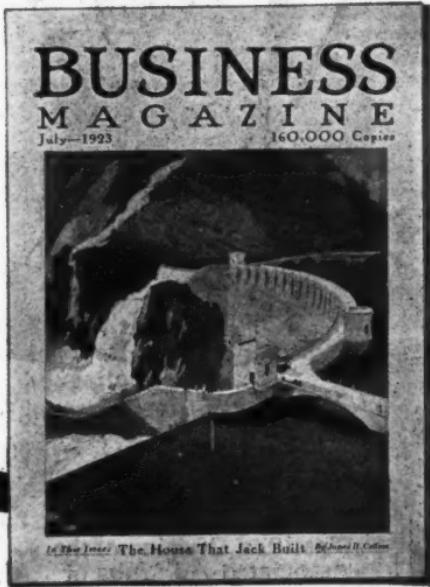
The American Car & Foundry Company, New York, railway equipment and supplies, for the fiscal year ended April 30, 1923, after provision for taxes, reports net earnings of \$6,213,610.



July 5, 1923

July 5, 1923

BUSINESS MAGAZINE



GOES monthly to 160,000
business executives, all
picked — and postage paid —
by Burroughs Salesmen.



They're Big Buyers!

*—these 160,000 readers of
Business Magazine*

A recent cross section survey shows that 100 per cent are buyers of materials and equipment used in business.

Get these figures—

73% have sole authority to purchase for their respective concerns.

27% share the purchasing responsibility with fellow executives.

This quality of circulation, carried through a run of 160,000 copies monthly, represents a tremendous market for manufacturers of general commodities as well as business equipment.

And here's a point!

Business Magazine offers you this "big buyer" circulation at the lowest rate per page per thousand in the commercial field.

Write today for rate card and further information.

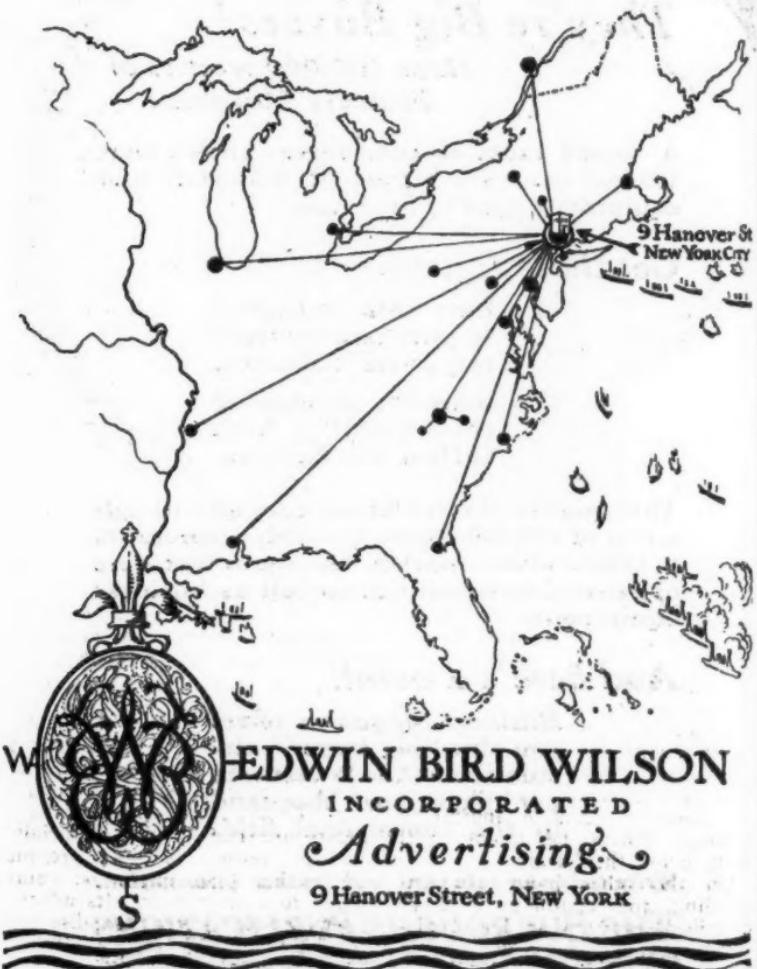
THE BURROUGHS PUBLICATIONS

Published by the Burroughs Adding Machine Company, Detroit, Mich.

July 5, 1923

CLIENTS hundreds of miles from New York City receive profitable advertising service from 9 Hanover Street.

The advertising possibilities of your business, not the size of your appropriation, are of first importance to us.



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R. H. Macy & Co. Sponsor a New Kind of Department-Store Copy

Supplement Their Regular Campaign with Institutional Advertising

By John Allen Murphy

IT is not often that it becomes PRINTERS' INK's duty to chronicle something new in department store advertising. Department stores the country over advertise in pretty much the same way, and they have been advertising in this way almost as long as memory runneth back. In the early days John Wanamaker used occasionally to originate a new type of department store copy. But the Wanamaker stores have not created any new copy vogues in recent years. They have been sticking closely to the well-known Wanamaker style.

Marshall Field & Company; J. L. Hudson Company, of Detroit; Lord & Taylor and Saks & Company, both of New York, and perhaps a few other stores here and there throughout the country, have occasionally done pioneering work in retail advertising exploration. Generally speaking, though, the statement which I made is true: Department store copy is highly conventional. This statement is not intended as a criticism. Department store advertising has remained as it is because the executives of these establishments have learned what is the best advertising for them. Department store publicity has to produce immediate results. These advertisers cannot aim at a distant goal as can the manufacturer. The advertising they do today has to bring business tomorrow, or the department managers will want to know the reason. There is little opportunity for experimenting. The advertising manager is virtually forced to confine himself to methods which he *knows* will bring home the bacon.

On the other hand, notwithstanding the condition I have described, every year has registered gradual improvement in department store copy. There has

been a steady tendency toward the elimination of untruthful or bombastic comparative prices, toward more accurate descriptions and against exaggeration and the over-emphasis of bargains.

Admitting this improvement and conceding that department store advertising has been well adapted to the needs of the business, it is true nevertheless that these stores have been neglecting one of their advertising opportunities. They have failed to advertise themselves as institutions. They have advertised their merchandise, their prices, their bargains and their new offerings, but they have not advertised their service to any great extent. And it is in the service they render that department stores have made the greatest progress. The variety and the complexity and the comprehensiveness of modern department store service almost surpasses belief. The public knows this vaguely, but little has been done to make people fully appreciative of the value of this ramified service.

USES NEWS AND EDITORIAL STYLES OF COPY

To give the public some idea of what this service is and to tell what it means is the objective of the current institutional advertising campaign of R. H. Macy & Company, Inc. This campaign is the "something new" in department store advertising mentioned at the beginning of this article. In no sense does it supplant or take the place of Macy's regular advertising. These institutional advertisements are really store editorials. In a sense Macy's present advertising plan might be compared to a newspaper. Its advertisements offering merchandise are the store's news stories. These separately run policy talks are

equivalent to the editorial page. The talks are very brief—seldom running over 150 words. Large type is used and it is run in a specially arranged border. The Macy pay-as-you-buy policy and the obvious saving that should result from it, is the fundamental theme of the editorials.

Macy's claim that this policy enables them to sell goods six per cent cheaper than can the store that extends credit to its customers and does not itself buy for cash. This point is brought out in some way in almost every advertisement.

One advertisement in which this idea is brought out is headed "Handing Back Three Million Dollars." Going on it states:

One New York department store buys for cash, sells for cash and marks its prices consistently lower than does any other store—quality for quality.

Your saving is at least 6 per cent. Frequently it is much more. This store accordingly jingles back into the pockets of its customers at least six cents out of each dollar they would otherwise spend for the same merchandise.

This means that Macy's handed back to its customers last year more than three million dollars.

Whether or not we are willing to admit that Macy's do undersell to the extent of 6 per cent, we have to admit that it is at least their policy to do so. They are always glad to make good this promise if it can be shown that the same quality of goods can be bought elsewhere for less money. The amusing fight which the Macy store has occasionally had with other stores shows to what extent they will go to live up to this reputation. I recall a few years ago that in a competition sale with Jas. A. Hearn & Son the price of a regular size cake of peroxide soap was gradually dropped until at one time Macy's was selling this soap at thirty bars for a cent.

Generally speaking the copy program of this campaign can be divided into three classes. The first class concerns itself with the history of the store. For instance, there is the Star that guided Rowland H. Macy to port three-quarters of a century ago and which is used by the store as a

trade-mark. There is the fixed policy he stated in his first advertisement. These old advertisements make copy today especially for an institutional campaign. The second classification concerns itself in a general way with the conveniences and luxuries which the store offers. The third classification has to do with actual happenings in the Macy store today. This offers an opportunity for observation and good reporting.

Following out this plan there seems to be an endless opportunity for good copy. One advertisement is headed "No costly frills but real conveniences." In this piece of copy it is stated that Macy's was the first store in New York to have a telephone. It was also the first to install electric lights. It tells of a special service department where customers can buy theatre tickets at box office prices. It tells of the Macy Studios where broken articles such as glassware, clocks, porcelain, etc., may be repaired. It tells about the Macy Post Office and Macy shopping service, the unique deposit account department and the Macy restaurant.

A SEEMINGLY NEVER CLOSED SOURCE OF COPY IDEAS

In fact a big store such as this is always doing things of such an unusual nature that it supplies an inexhaustible source of interesting copy. This is material that can be touched on in the regular advertising of the store, but obviously such matters cannot be dwelt on to any great length. R. H. Macy Co., Inc. for instance, recently decided to have a merchandise scout. Applicants for this position are being considered as this is written. We all know that the big baseball teams have scouts that go about the country looking for bush league material that seems to have big time possibilities. In like manner this new merchandise scout will go about the country looking for new merchandise, new sources of merchandise supply and do other work of this nature which a buyer obviously cannot take time to do.

TIMES TICKER STAR SERVICE

Makes Cincinnati a City of Investors

The average per capita wealth of Greater Cincinnati is unusually high. Industry is diversified and prosperous; wages are big and steady; forty-one percent of the families own the dwellings they live in. Such a community should be a splendid market for investment securities,—and it is.

The TIMES-STAR goes daily into four out of every five homes in this field. It penetrates into practically every business house. It brings fast-wire service from New York, Chicago and other important financial centers, side by side with the daily advertisements of all important local banks, trust companies and investment houses, and the offerings of the foreign financial organizations doing business here.

In this way the TIMES-STAR has done much toward making Cincinnati a dominant market for stocks, bonds and commercial paper. Its financial pages are the first to reach the investing public, twelve hours ahead of its competitors.

No progressive financial house can afford to ignore a market with such "ticker-service" in every home.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

The buyers will follow up the openings that the scout uncovers. Here again we have a good source of copy material.

Another advertisement is headed "The Guardians of your pocket-book." It explains the shopping service which all the department stores now conduct to keep track of what competitors are doing. The advertisement explains:

For many years a Macy executive has been in charge of many intelligent young women who shop all day long. They go to all special sales and examine the offerings carefully; they haunt every store in New York and its suburbs.

They look for three things: Quality, Price, Style.

They report in person to Macy's Comparison Department every day; they use the telephone at short intervals; they buy all kinds of things to test quality and delivery methods.

If ever Macy's is selling something for a higher price than some other store, the Comparison Department is informed of it and Macy's price is immediately reduced. By making it possible for Macy's to know, and not merely guess, what other stores are offering and at what prices, these young women have truly become—

The guardians of your pocketbook.

Another advertisement which shows the many unusual activities of a great department store is headed "Trace This Journey Upon Your Globe." The body of it reads:

Several months ago a man left Macy's for a buying trip. He went from London to Venice, and thence to Bombay. From there he went to Bagdad, and thence into the very heart of Persia. The name of the city of Kermanshah will give you a clue to his purpose—he was buying rugs.

Here and there, in the towns and villages he picked up rugs, had them baled and sent to Bagdad on camel back. On the way home he went back to India and as far north as the border of Afghanistan.

Only one of Macy's 124 departments was interested in this man's 30,000-mile buying trip; the others have their own merchandise to think about, and the far-flung markets of the world to explore and conquer for your benefit when you shop at Macy's.

These store editorials are so interesting that I would like to be able to quote a few more, but space does not permit. Enough has been quoted to show the trend of the campaign.

These institutional advertisements are appearing in news-

papers. In addition the store came out last week with a full page in one of the national weeklies. This is the first of a series of similar pages. More than half of the page was devoted to an airplane map of New York's shopping centre. The map emphasizes with a white circle what the advertiser denotes as "seven of New York City's principal institutions." These are: R. H. Macy & Co., Inc., New York General Post Office, Pennsylvania Station, Hotel Pennsylvania, The Waldorf-Astoria, New York Public Library and Grand Central Terminal.

The copy that accompanies the illustration explains the Macy policy much as do the newspaper advertisements already quoted. Here is one paragraph that seems especially interesting.

"No mail-order catalogue is published by Macy's. But when you come to New York next time—and almost everybody does come, sooner or later—plan to spend a morning at Macy's. To do so, you will find, is like making a quick tour of the markets of the world, for there is scarcely a country that does not contribute something to these miles of counters and shelves."

It is quite apparent that advertising of this kind will not bring immediate results. But by explaining the store and showing the things that it is doing for the service of its customers, it is bound to build goodwill and be a powerful ally to the regular advertising, which as I have already explained is not able to extend its scope out into the fields being covered by this institutional campaign.

New York "World" Staff Changes

The *World* and the *Evening World* have appointed Arthur E. Harold to take charge of the censorship of all advertising for both newspapers.

Sylvester Sullivan has been appointed supervisor of the New York *Evening World* radio magazine section. He will be assisted by Harry G. Swanson.

Norman Chrystal has joined the *Evening World* as a member of the financial advertising staff.



"Unread, Unhonour'd And Unbought"

SETTING up an Advertisement isn't all there is to getting up an Advertisement, but it's all there is to getting it seen. We keep copy with a backbone from burial alive in the Gigantic Graveyard of the Unnumbered Unread. Our Typographic Service, by shrinkage of needless lineage, completely covers its cost.

PHILLIPS & WIENES
INCORPORATED

Typographers Who Prove It With Proofs

314 East Twenty-third Street
New York

July 5, 1923

An illustration of a woman with dark hair, wearing a light-colored dress with a floral patterned apron, carrying several pieces of laundry on her head. She is walking towards the right. The illustration is framed by a thick black border.

REPRESENTATIVES:

Chicago Office Rhodes & Leisenring, Mgrs. 2003 Harris Trust Bldg. Central 937	St. Louis Office R. M. Saylor, Mgr. Century Bldg.	New York Office A. H. Greener, Mgr. 116 W. 39th St. Room 1030
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700,000

Paid in Advance
Mail Subscribers

\$2.60 a Line

\$1460.00 a Page
(680 Lines)

The
HOUSEHOLD JOURNAL

Batavia, Illinois

IRA E. SEYMOUR, Advertising Manager



The Universal Quest

Fine printing is more than a beautiful thing to look upon; it has utility. It accomplishes the first purpose of all printing. It attracts attention, without which there would be no readers.

It does more than that—it prepares the mind for a favorable reception of the message.

The difficulty is in securing it and at a reasonable price. These depend upon your selection of a printer.

Our organization has had long training in the production of large editions of fine printing—the size of our plant and output reduces the cost and, of course, the price you must pay.

*We ask an opportunity
to demonstrate*

National Capital Press
1210-1212 D Street N.W., Washington, D.C.

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F. O. B. Postoffice

The Wreckage of Advertisements Dumped on the Addressees' Desks by
the Postman May Bear No Resemblance to the Beau-
tiful Creations So Fondly Forwarded

By J. W. Speare

FOR those who send selling messages of any kind through the mails, here is a suggestion that may avoid endless waste and disappointment.

When planning any new mailing, first mail a few test samples to yourself—preferably by a roundabout route.

This applies whether it is a postcard, letter, calendar, novelty, broadside, booklet, catalogue, or what not.

Unless you are a very exceptional person, you'll be surprised, when you see the wreckage of some of your "testers" returned to you by Uncle Sam. If such a test leads you to abandon some of your pet ideas, or to make drastic changes in the physical form of your mail matter, a lot of money and good paper may be conserved.

Recently a big newspaper syndicate wrote several follow-up letters, urging me in feverish phrases to be on the lookout for a wonderful calendar it was about to send me. It was to be a mammoth affair, in twelve or more colors, illustrated by a dozen of the world's famous comic-strip artists, each contributing his one fruitiest idea to make this a calendar long to be remembered. I am a great lover of the comic-stripers, so I obeyed instructions to stand by and wait for this masterpiece.

It came. Doubled into a large envelope. Both envelope and calendar were bruised and mutilated almost beyond recognition. I wrote a letter deplored the damage, and begged for a duplicate. That also arrived, shattered worse than the first, if possible.

The syndicate folks had bestowed hundreds or thousands on the calendar, and squandered it all by saving a few dollars on the cost of special envelopes.

One of the best creative printing houses in the country proudly sent me a big broadside exploiting its service. It had a fetching feature in the form of a most attractive little booklet tucked into scored-out angle slots in the broadside.

NO TENDER AND LOVING HANDS TO GUIDE IT

The broadside was printed on heavy coated stock. Not heavy enough! In the mails, the booklet broke through the slots, and the once-beautiful broadside was ripped clear to its edges. Incidentally, of course, the also once-beautiful booklet was crushed and wilted, its beauty departed like a trampled blossom.

"F.O.B. Postoffice" will not do. The price you pay for your printing and mailing must include delivery to the customer, in good order.

Occasionally, someone sends me a lead pencil with an ad on it. When mailed in envelopes, no matter how strong or how well made, the pencil is pretty sure to be broken so that the advertisement is not even readable.

Some concern manufacturing window-displays, somewhere—I don't know where—sent me an ingenious looking knocked-down mass of cardboard, scored and slotted and nested together. It was a clever looking mess, suggesting interesting possibilities.

Our receiving department had taken this puzzle picture from the expressman, and sent it to my desk, first unwrapping it and carefully destroying the wrappings, which might have borne some mark of origin. There was nothing on the device itself to indicate whence it came, nor even what it was intended for.

Friend Stenog, being of that sex which is reputed overly supplied

July 5, 1923

July 5

with curiosity, devoted most of her lunch hour to reconstructing the affair, and at the end of her labors proudly exhibited an imposing pyramid structure, obviously intended as a display to hold small wares of some kind on a counter or in a window. We waited a week for a letter that might shed light on the riddle. But the sender, while evidently a good starter, must have been weak on follow-up, for that was two months ago, and we are still in the dark.

A still more effective way of wasting money, somewhat along the same line, was revealed by a very plain package, marked only with our address and the word "Personal." It came intact to our desk, being passed by the efficient receiving department, possibly because it had the appearance of a Christmas gift or something of that sort.

But there was no tell-tale insignia on the package, no clue to the sender, either inside or out. Removing the wrapping, we came first to a couple of sheets of light cardboard; and then to the mute fragments of what presumably had once been a living voice—a broken disc record.

We searched the wrappings for a clue to the mystery. Nothing! Then, on what had been a record, the label, instead of the usual title and descriptive matter, bore only these mystic words—"A Message from—" (the name of a large city.) Only that, and nothing more.

That "message" reminded me of the pup shipped by express, that chewed up its address tag. He was on his way, but where!

From the extreme pains taken to give this package a strictly personal appearance and to conceal all traces of the sender, I deduce that the latter's aim was to insure* for it a strictly personal reception. He presumably figured he would arouse the recipient's curiosity to such an extent as to compel him to put the record under his arm and take it home at the close of his day's toil. He may have pictured him dusting off the family phonograph, which, truth to tell, has fallen somewhat

into neglect these radio days. He may have had a fond vision of this eager customer, setting the disc on the turn-table, putting in a new needle, cranking up vigorously; and then, there in the ease and seclusion of his own modest apartment, would come to him the sweet strains of the advertiser's message, in song or story, whichever it may have been, lulling his senses, beguiling his leisure quarter-hour before dinner, catching him off-guard, and stealing into his consciousness before he knew what was being put over on him.

But, alas! Two extra-thin pieces of cardboard that were not able to stand the slightest crushing strain, they ruined the whole performance. We couldn't even find out where the thing came from, or why!

TRY THE "TESTER" PLAN FOR THE NEW STUNT

Sending out a "tester," the way Noah did with the dove, is particularly important in the case of anything of the freak or stunt variety. A lot of wonderful ideas have gone to smash through failure to exercise such precautions.

A horrible example of this sort came to hand recently from a live-wire laundryman in Troy. Judging from the letters he has since written to me, this Trojan is one of the best mail salesmen I have ever met. But just see how one little slip in an apparently insignificant detail almost ruined an otherwise excellent plan.

The physical manifestation of his scheme took the form of a very clever hamper substantially made and covered with khaki canvas. Its address card was slipped into an ingenious celluloid window. Accompanying was an invitation to put a half-dozen soiled collars in this package, just turn the address card 'other side up, and hand it to the postman for a demonstration of real Troy laundering.

Not a bad idea, you'll agree! Simple! Free demonstration of a better laundry service: collars back, all nice and clean, the same week, by mail, without the usual bother and nuisance involved in

-in Cincinnati

THE BUYERS

Out of the territory of Greater Cincinnati which numbers about 650,000 people, there are perhaps 150,000 real buyers, real purchasers of goods and merchandise—real people who market.

L. A. KLEIN
50 E. 42nd St.
New York

I. A. KLEIN
76 W. Monroe St.
Chicago

R. J. BIDWELL
CO.
742 Market St.
San Francisco

In this market of 150,000 buyers, The Enquirer comes in closer touch than any other Cincinnati newspaper.

Covers Cincinnati Every Day
Covers in the Way That Pays

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

July 5, 1923

dealing with the local mangleries.

The address card, being duly reversed as per instructions, was arranged somewhat as follows, if memory serves correctly:

To Starchtown Laundry,
Troy, New York.

From J. W. Speare
383 Barrington St.
Rochester, N.Y.

Still following directions, we entrusted six of our most completely soiled collars to this ingenious little package, buckled the straps—the laundry folks had even affixed the proper postage on the return side of the card—and handed it to the postman.

Barely forty-eight hours elapsed, and back came the package. Mail magic! Where has the poor old Postoffice acquired such an unexpected burst of speed!

Eagerly opening the hamper with visions of a revelation in pristine linen—there reposed our poor collars in exactly the same dishevelled condition we had seen them last.

Pleased anticipation gave way to wrath. This smelled strongly of an elaborate practical joke.

But on careful examination of the stamps and cancellation, the joker proved to be in the arrangement of the address card. Study it carefully, and you will see what happened. Postoffice folks, working under pressure, are accustomed to look at the bottom of a printed address label for the addressee's name—the printed insignia of the sender almost invariably being placed at the top.

Our Trojan friends had just reversed the usual practice. In this, they were entirely within their rights. Why not do things different from the herd, and thus achieve prestige! So we stuck a fresh stamp on the hamper, and, like Noah, sent it forth once more on its travels.

Another forty-eight hours, and back it came. The original procedure had been repeated by the overworked postoffice clerks, who simply didn't have time to play with any picture puzzles that day.

Having thus established the fact that it is easier and less expensive

to conform to established custom than to go bumping the shins of individuality against it, we made out an address label of our own, all according to Hoyle, sent the package forth a third time—and, lo, after a week or so of bright-eyed anticipation, back it came, with our collars all immaculate and fairly glowing with honest pride in the handiwork of the Trojans.

We noticed, though, that the Starchtown folks hadn't found time to profit by our helpful letter of explanations as to the frailties of the postoffice clerks that compelled us to substitute a home-made label. No, sir! They were still using their patented reversible up-side-down address cards.

But the worst was to come, in a letter enclosing a whole flock of those address cards. And each card had printed on it a coupon good for the tariff on a dozen collars. And would we please remit two dollars for same, which would then cover all our collaring bills for five weeks at the rate of a dozen collars per week?

The price was certainly attractive, scarcely half that imposed by the local manglers. The laundering was beyond comparison. The proposition was in every way attractive and well worked out—all but that fatal defect in a little address card.

The trouble was that, by printing the coupons upon it, they had made this un-address card the vital feature of their whole plan. Everything hung upon it. We couldn't send them our collars without a coupon to defray the charges. And the coupons were inescapably attached to that address card, which two trials had demonstrated would not take our collars any further than the local post-office and back.

The last time we heard from the Starchtown folks, they had changed the address label, so it no longer read "F.O.B. Postoffice," and the plan was proving a distinct success.

The Althouse Chemical Company, Reading, Pa., manufacturer of dye-stuffs, has appointed H. Gardner McKerrow as sales manager.



Among the company you keep in Theatre Magazine—bought and read every month by more than sixty thousand players and playgoers—are:

VICTOR TALKING MACHINE CO.
ONYX HOSIERY
COTY PERFUMES
PRUDENTIAL INSURANCE CO.
PENNSYLVANIA RUBBER CO.
BRUNSWICK PHONOGRAPH
COLGATE TOILET PREPARATIONS
AMERICAN TOBACCO CO.

—and many others

*Forms close 25th of
second month preceding*

Theatre Magazine Co., 2 W. 45 Street, N. Y.C.
Publishers—LOUIS AND PAUL MEYER

July 5, 1923

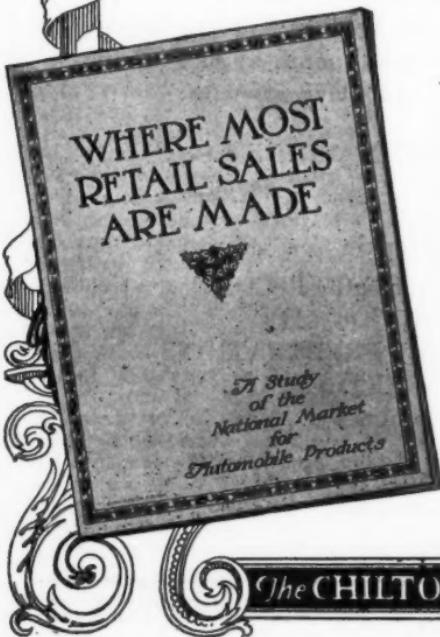
July 5,

'WHERE MOST RETAIL SALES ARE MADE'

A STUDY OF THE NATIONAL MARKET FOR AUTOMOBILE PRODUCTS

A great deal of information about the much-discussed small-town market is contained in the report, "Where Most Retail Sales Are Made," recently issued by the Commercial Survey Department of The Chilton Company.

This report analyzes the retail market for automobile products and shows how vitally important is the cultivation of the smaller communities if the product is to be successfully marketed nationally.



It is somewhat surprising to many city folks to learn that less than 9% of the automobiles of the country are registered in cities of over 500,000 population, while over 60% are owned in towns of less than 10,000 inhabitants.

This is only one of a number of interesting facts contained in this report, which will be helpful in planning a sales campaign. A copy will be sent free to any automotive

The CHILTON COMPANY Publisher

SALES ARE MADE"

Manufacturer or advertising agency asking for it
in their letterhead.

To those contemplating a selling campaign on an automobile product, it is interesting to note how closely the circulation of the AUTOMOBILE TRADE JOURNAL parallels in percentage in the various population groups both the number of registered cars and the number of car and truck dealers.

Nearly half the JOURNAL'S subscribers live in the small-town market, which today is the most fertile field for sales. This, in conjunction with its overwhelming preponderance of trade subscribers, giving thorough national coverage, and the low cost per thousand trade, makes the AUTOMOBILE TRADE JOURNAL the ideal medium for obtaining trade prestige and sales distribution.

We'll be glad to go into the matter with you in detail.

A cordial invitation to visit our new plant at Chestnut and 56th Streets is extended to all those connected with the automobile, truck, tractor and hotel supply industries.



Chestnut at 56th St. Philadelphia Pa.

IHAD a printing order to place. Our list comprised 100,000 names and I believed we ought to cover the entire list.

I asked for bids on my layout from five printers and told them all the same story—that low price would get the order. Four took my specifications without comment.

The fifth jolted me grievously. He asked the details of my plan, studied them and then came to me with an entirely new idea. He improved and reduced my list to 60,000, revised the color scheme, changed the basic thought and gave me a suggestion for using the circular that convinced me he knew what he was talking about.

Naturally he got the order, and strange to say, price was not mentioned. The returns from that piece of direct advertising have sold me on that printer's ability to serve me. He thinks, and thinks straight. The quality of printing he delivers is better than any I ever bought, and it always pays, because every piece contains a real sales idea."

This is just one page from the book of experiences of Rogers & Company—and gives one of the reasons why names of big business concerns have stayed on our books for over fifteen years

Write either office



Rogers & Company

Producers of Planned Printing

20th and Calumet
Chicago

8th Ave. at 34th St.
New York

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Van Camp Advertising to Sell the Complete Line

Plan Reaches through Salesmen and Retailers to the Final Buyers in the Home

By August Belden

SIMPLE, common-sense selling ideas which produce sales are very often overlooked in the rush of daily activities. And when we discover one of them and find that hundreds about us have used it for years we are amazed at its simplicity and wonder we never thought of it before. Such has been the experience of the Van Camp Products Company of Indianapolis, which discovered the "balanced order" idea and then applied it to its business with telling effect.

Van Camp packs a wide variety of food products. There are twenty-two main divisions in the line and some of these items are subdivided further according to variety. The company is one of the oldest food advertisers in America. Its files contain magazines back in the "Nineties" containing its advertisements of beans, soups, spaghetti, etc.

To devise a campaign which would adequately present the full line and stimulate sales for every grocer in every State in the Union was the problem Van Camp set out to solve. The plan is built around the idea of "Insurance in Buying." That is the salesmen's slogan with the trade. How it is brought out will be shown later in this article.

The thought of buying the full line is emphasized in the consumer advertising by means of an emblem or device portraying a pantry shelf containing the main items of the Van Camp line, with the slogan underneath, "Something Good for Every Meal."

First of all, the thought was made the big, central, selling idea for the season, and "Sell Balanced Orders" became a kind of organization slogan for everyone from president to office boys. The next step was the development of ad-

vertising and selling plans which would put over the idea to both consumer and retailer, and then selling the plans personally to all of the company's 400 salesmen.

The basis of the dealer drive was the argument that the dealers themselves would benefit if they would confine their buying to one standard, well-advertised line of goods instead of scattering their purchases over many lines. This argument is brought out in an article by H. P. Way, vice-president and sales manager of Van Camp, which appears in a book published by the company called "More Profits for Retail Grocers." The title of Mr. Way's article is "Insurance in Buying," and it forms the background for the salesmen's arguments when asking dealers to buy the full line of Van Camp products instead of only one or two items.

AN INSURANCE AGAINST ERRORS IN BUYING JUDGMENT

Mr. Way urges retail grocers to confine their purchases of any type of goods to the brands of some one manufacturer on whom they can rely. Errors in judgment in buying, he says, are one of the reasons why there are so many failures in the grocery business. "You can insure your life, your home or your store; you can even insure your credits, but until recently grocers have not given enough consideration to insurance against errors in judgment in buying merchandise.

"There is a way, however, to insure your buying judgment—to protect yourself against the toll of costly errors—just as positively as if an actual insurance policy were written to cover such a risk. That way is to buy a full line of products bearing a recognized and advertised label and to carry only

July 5, 1923

July 5,

such brands as are known to be superior. Such buying methods create insurance just as definitely as a policy written for the protection of life, home and store."

The book in which Mr. Way's article appears is a definite part of the selling plan. Its purpose is to render an educational service—

Steady growth has been the result of sound principles at the start."

The contents cover many subjects. "How One of America's Finest Stores Dresses Its Windows" is the title of one article. The window-trimming rules of Park & Tilford are here discussed, and much valuable information

*Since 1869
—a name that has stood
for honest quality and
good taste in food products.*



CONSUMER COPY THAT DWELLS UPON A BALANCED VAN CAMP PANTRY IN PREPARATION FOR THE BALANCED ORDER FROM THE RETAILER

to help salesmen to work with their customers as if they were business associates.

Addressing retailers in the introduction, the book says:

"No retail grocer is doing as much business as he might. There are many times, no doubt, when every clerk is taxed to his utmost effort, but that isn't a constant condition. Customers are not always waiting in your store. If they were, you should employ more help.

"It is hoped that 'More Profits for Retail Grocers' will suggest some ways to increase your business that you may have overlooked. You may feel that a suggestion that applies to a big store employing a dozen or twenty clerks will not apply to your store, but the basic principles of good merchandising are the same. Methods of great merchants like John Wanamaker or Marshall Field were established when their business was perhaps no larger than yours.

which can be of use in even the smallest store is given. In another article entitled "Analyze Your Business," accounting methods, expense percentages and plans for the handling of figures are brought out.

A retail grocer at Coldwater, Mich., discusses the reasons why he believes in standard goods, and the experience of a New York dealer in rapidly turning his stock is given in detail. Other titles which indicate the scope of the publication are "The Retail Merchants' Ten Commandments," "How to Build and Use a Live Mailing List," and "Place the Responsibility for Your Merchandise Where It Belongs." This book is a good example of the educational turn of modern selling.

Further to enlist the co-operation of dealers in stocking the Van Camp line, consumer advertising is being conducted on a larger scale than ever before. This campaign consists of colored

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City

double-page spreads in general periodicals. A Van Camp Pantry Shelf, carrying the slogan, "Something Good for Every Meal," is the central feature of this advertising. On this shelf all the main products of Van Camp's line are featured. A booklet on "What to Serve" is offered for ten cents. This contains information on food values, balanced diets, menu suggestions, what to feed children, and a collection of recipes. It is profusely illustrated with pictures of appetizing dishes of many kinds. Dealers are furnished with display cards which are adapted from consumer advertisements. These display cards are placed in the grocers' stores by Van Camp salesmen at the time each national advertisement appears. Then there is a special story book for children, full of fun and inspiration. It is called the "Billy & Betty Book." It is featured in a special campaign built around the retail grocer's store in a unique way.

The real strength and power of the "balanced order" idea, however, lies on the human side of the equation, in the co-operation, intelligence and enthusiasm of the company's salesmen. These 400 men make up the element which is going to put over the thought. So every man had to be personally sold to carry it through. In order to accomplish this, the company held fifteen meetings in fifteen different sections of the country. At these meetings balanced orders were thoroughly discussed. Charts, which graphically portrayed the exact sales relations of every item in the line in every part of the country, were shown and the salesmen were able to visualize the job each must perform. The advertising and selling plans were explained and the salesmen went forth with a better realization of the part which they must play in the selling scheme.

Will Direct Retail Dry Goods Association Research

Professor O. E. Klingaman has signed as head of the Iowa University Extension Division to become director of the research bureau of the National Retail Dry Goods Association, New York.

Wooltex Executives Talk to Dealers in Trade-Paper Copy

LAST fall, when The H. Black Company, Cleveland, was reorganized and the corporate name changed to The Wooltex Company, several of the older members of the firm stepped out of active service, leaving the conduct of the business in the hands of a group of younger men. These younger executives who, in one way or another, had been active in the business for many years, were pledged to carry out the policies on which the old business was built.

In its desire to tell this story to the merchants of the country, The Wooltex Company planned an unusual type of business-paper advertising. The first four pieces of copy in the campaign consist of talks by Wooltex executives. Each one, in turn, tells of the work he is doing and the service he is giving to Wooltex consumers and Wooltex merchants. The advertisements appear in four garment trade publications.

The first insertion was a message by Hugh Fullerton, general manager of the company. There was a photograph of Mr. Fullerton, underneath which appeared his business biography and business creed. The copy bore the title: "Three Generations of Wooltex"; a sub-title: "A Performance of the Past; A Promise for the Future."

After these four personal messages have been published, a fifth advertisement will be devoted to signed statements from dealers who have had many years' experience with Wooltex garments.

The remainder of the campaign will explain what The Wooltex Company does to assist merchants. The Wooltex guarantee, Wooltex national advertising, consumer testimonials, style book, etc., each in turn will be the subject of an advertisement similar to the one previously described. In other words, the series is just a frank: "Here's who our new executives are and this is what they're doing."

The Priceless Asset

CONFIDENCE! The confidence of your public in your house and in the goods it offers! That is the priceless asset which, though not listed in the balance sheet, may be worth more than all the tangibles combined!

In all our work for clients, we recognize as vitally important the building up of this Good Will reserve to its absolute maximum.

We permit no plea of expediency, no lure of "quick returns," to sway us from adherence to this guiding principle.

And while advertising thus inspired looks to the long years ahead, we have proved that it is also the best possible way to bring quick returns, in big volume.



**JOHNSON, READ
& COMPANY**
INCORPORATED
Advertising

202 SOUTH STATE STREET, CHICAGO

Charter Member American Association of Advertising Agencies

*July 5, 1923**July 5,*

THE BECK
ENGRAVING COMPANY



NEW YORK

The Printing Crafts Building

CHICAGO

21st Street & Calumet Ave.

PHILADELPHIA

The Beck Building



THE BECK ENGRAVING COMPANY

on July First will open in Chicago another complete plant to supplement their Philadelphia and New York establishments. This new plant possesses a full modern equipment, both for black-and-white and color work, with a staff of skilled and experienced workmen to handle it. The resources of the three Beck plants, located for national service, are offered to users and buyers of photo-engraving who want to obtain the finest printed results.



July 5, 1923

IAWA PAYS A BONUS and SIOUX CITY

is again

First in Iowa

Inasmuch as there are more ex-service men in the Sioux City territory (11th Congressional District) than in any other section in Iowa, your product will find a ready market in Sioux City *NOW*.

There's only one effective way to merchandise in this field—use local newspaper space in the strongest and recognized local medium.

Wise space buyers always ask us to help merchandise the products of their clients.

When it comes to results, The Tribune is the proven medium in Sioux City. Advertising figures show this.

THE SIOUX CITY TRIBUNE

"More than a Newspaper"

Represented in the National Field by

WILLIAMS, LAWRENCE & CRESMER COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES

In Sioux City It's the Territory

Is It Wise to Advertise Only a Partial Price?

The American Radio & Research Corporation Sets Example of Complete-Set Price Listing and Finds Policy Welcome

By Donald Kirkland

WHEN an advertiser sells a product for which accessories must be purchased, perhaps of some other manufacturer's make, before the article can be used, should he publish the price of his equipment alone or the price of the product completely equipped?

This was quite a problem, existing until recently in the radio trade. A radio set as generally sold by a manufacturer is minus audion bulbs, batteries, battery charger and phones. Therefore when a manufacturer advertised the price of his set to be \$100, meaning the price of the set as he has delivered it to the retailer, the consumer found that he must spend perhaps another \$100 before he could get the outfit running.

Nevertheless, it was until recently common practice for manufacturers to advertise the price of the incomplete outfit. When the American Radio & Research Corporation of Medford Hillside, Mass., started a national campaign in general publications a few months ago, this question came up for consideration.

In its bulletins, circulars and catalogues the company had been in the habit of listing prices in two items—one showing the cost of the set, the other showing the cost of accessories. That was all right for those interested in radio, who understood something of what it was and how it worked. But should the same plan be followed in the national advertising, where the idea was to create demand in the average everyday home, among laymen who knew absolutely nothing of radio except that it was a new and wonderful thing?

Harold J. Power, vice-president of the company, says: "The difficulty was that everyone else was advertising prices excluding acces-

sories. If we were to advertise the price including accessories, it might possibly put us at a disadvantage, since the public, due to lack of knowledge of radio, had no means of comparing the propositions. Again, a person might be interested in a set at \$125, but be scared off by a price of \$225."

CONSIDERED IN THE LIGHT OF FAIRNESS TO CONSUMER

"After considerable discussion, however, we concluded to go ahead and advertise the complete price. We didn't know whether it would react unfavorably on the returns from our advertising, nor to what extent if it did, but we concluded that it was only fair to the public to advertise the real, not a fictitious price.

"We therefore adopted the same plan in our national advertising that we had used in our printed matter."

A typical method of quoting the price in the advertising is as follows:

Cost of set.....	\$125.00
Complete accessories, including battery charger and loud speaker	103.25
Total price.....	\$228.25

"While advertising in this way a price of \$228.25," continued Mr. Power, "another manufacturer in the same issue might be advertising what was apparently a comparable proposition at \$125."

"The general attitude of the trade toward the idea was indicated by letters we received from several other manufacturers, stating they considered it very unwise and indicating that it would tend to kill the business by giving people the idea that radio sets were high priced.

"Well, we didn't want to give the public the idea that sets were

high priced, but we did want to tell them what was the actual price.

"We might, indeed, have softened up the cost of our accessories by eliminating such items as battery charger and loud speaker, on the assumption that these were not absolute necessities. But we wanted to do a real selling job; we wanted to sell our outfits right. The future stability of radio demands that people shall be sold something that will give permanent satisfaction. A low-priced set with limited equipment may please the buyer for a while, but he is bound to get tired of it. A complete set will be a permanent pleasure and utility in the home.

"Whether our plan reacted against favorable results from our advertising or not I don't know. We went into the advertising with the idea that it was an investment for the future. Now after a few months we are beginning to feel its effects through such indications as dealers writing in asking for agencies and an increasing number of direct consumer inquiries.

"But the most interesting sequel is this: Soon after, many other manufacturers came around to the same plan, and now when prices are quoted it is more apt than not to be a complete price. Apparently they came to the conclusion that it would not be such an injury to the industry after all.

"It is a fairer proposition to the public; and certainly the dealers must have heaved a sigh of relief. Under the former method a customer, led by the advertising to believe he might buy a certain type of set for \$75, \$100 or \$125, came into the dealer's store with that sum only to find that he really had to pay double that amount; then the dealer was left to hold the bag. He certainly had to do a lot of tall explaining. Many a possible customer has left a store in disgust under such conditions.

"We would have stuck to our plan even if the other advertisers had not adopted the same method, because I believe in the end it would have resulted in a greater degree of good-will."

Eureka Cleaner Ties Up with Mine Rescue Work

The Eureka cleaner was brought into the news of the front pages recently when it played an important part in the rescue of three entombed miners at Bicknell, Ind. A clever tie-up was made by The Eureka Sales Company, Indianapolis, in its newspaper advertising.

Fairly large space was taken of which half was utilized for the reproduction of a photograph showing a scene near the top of the mine shaft which had caved in. As the text relates a 2-inch casing was driven down and two Eureka cleaners used to force fresh air to the men buried many feet below. A tireless rescue party worked eighty hours before reaching them and the Eureka cleaners were given full credit for the saving of their lives.

"Although the Eureka cleaners made the miners' wives happy beyond comparison," points out the copy, "it is making hundreds of housewives happy by lifting the burden of cleaning."

Will Advertise "Handy Henrietta," a New Mop

The Henson-Blair Manufacturing Company, Philadelphia, recently made application for registration of the trademark name "Handy Henrietta" for its mops. George Blair, vice-president, referring to the company's advertising plans, informs *PRINTERS' INK* that these have not been completed. "As the matter stands now, we will probably confine ourselves to trade papers until we are sure of distribution and then begin advertising in consumers' publications."

Auto Knitter Reports Profit

The Auto Knitter Hosiery, Inc., Buffalo, knitting machines and hosiery, reports earnings for the first three months of 1923 of \$108,614, before taxes, but after the expending of \$112,900 for advertising and reserves for depreciation and bad debts. The bulk of profits, it is said, is made during the last half of the year when sales of wool socks and sales of machines for winter use reach their peaks.

N. R. Bower with Johnck, Beran & Kibbee

N. R. Bower has joined the staff of Johnck, Beran & Kibbee, San Francisco printers. Mr. Bower was for six years with the Johnston-Ayres Company, Inc., also of San Francisco, successively as copy writer, production manager, and space buyer.

C. J. Eastman Joins Brennan-Eley Company

Charles J. Eastman has joined the Brennan-Eley Company, Chicago advertising agency, as space buyer and contact man. Mr. Eastman formerly conducted the Eastman Commercial Agency, and more recently was space buyer for Williams & Cunningham, Inc., Chicago.

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Resolute Ledger

FIGURE ON RESOLUTE! There's a slogan for all—accountant, purchasing agent, printer!

RESOLUTE satisfies the accountant's demand for reliability. It's a good sheet to standardize on—whether for the simplest set of books or the extensive records of a full auditing department.

RESOLUTE LEDGER satisfies both the buyer's desire for economy and the printer's sense of service. *Figure on Resolute.* Buff, blue and white in a good variety of weights.

"Note the Tear and Wear as well as the Test"

NEENAH

PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



July 5, 1929

July 5, 1929

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DESIGN YOUR ADVERTISEMENTS WITH LINOTYPE TYPOGRAPHY LAYOUT MATERIAL

IT IS such a satisfactory way to work—to see exactly how your ad is going to look before it goes to the printer, and to know that the printer will set it right the first time, because he has only to duplicate the layout.

The Layout Kit contains 74 loose sheets of layout material to be cut and pasted up. There are 32 page borders already made up; 16 pages of miscellaneous border material from which you can make your own designs; proofs of type matter in a wide variety of faces and sizes; and an ample assortment of decorative initials, headbands and tailpieces.

All material shown in the Kit can be obtained through the Linotype-equipped printer.

The Price of the Kit is \$1.00

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography

461 EIGHTH AVENUE NEW YORK CITY

Composed entirely on the LINOTYPE in Benedictine

Advertised for a Sane Fourth

"Will Your Name Be In Thursday's Paper?" reads the interesting caption of the pre-Fourth of July advertising of the Remy Electric Company, Anderson, Ind., in quarter-page space of metropolitan newspapers devoted solely to advocating a "Fourth Really Safe and Sane."

This company, by its departure from its customary commercial message, expressed its faith in the power of advertising to accomplish good by thus giving over its space to the humanitarian purpose of reducing the sadness subsequent to Independence Day.

"If history repeats itself" says the copy "you will not care to read next Thursday's paper." What one was likely to read was told in simple language that could not fail to impress, and in summary, closed with the following heart-given advice:

"Pause for a moment today—and think! Whisper into the ears of your loved ones a note of warning and of caution. Drive safely—drive with a little more care than you ordinarily exercise. If you go boating or bathing—don't tempt treacherous currents. If you have fireworks—be extremely careful, and forget those that fail to explode."

"Ponder over these words of caution today, practice their lessons Wednesday—and this Fourth of July will go down in history as a day of greater security and peace—a peace that more nearly approaches the dream of our forefathers when they sheathed their swords at Yorktown."

C. R. Lyddon Heads Rochester Ad Club

Clinton R. Lyddon, of the Lyddon & Hanford Company, was elected president of the Rochester Ad Club at its annual meeting recently.

James F. Wallace was elected vice-president, and Charles W. Flesch, treasurer. Directors elected for two years are: Arthur P. Kelly, formerly secretary of the club; Arthur G. Moore, and Robert W. Woodruff. Samuel R. Parry, retiring president, automatically becomes a director for one year.

Warner Account for Cincinnati Agency

The Blaine-Thompson Company, Cincinnati advertising agency, will handle the advertising for Warner Brothers Pictures, Incorporated, New York. Plans have been made for the use of space in periodicals.

Cincinnati Packers Appoint Prather-Allen

E. Kahn & Sons, Cincinnati packers, have placed their advertising account with the Prather-Allen Advertising Company, Inc., of that city.

Crescent Tool Kit Is Being Advertised to the Consumer

The Crescent Tool Company, Jamestown, N. Y., maker of hardware and tools, has started an advertising campaign to the consumer. This firm had been limiting its advertising effort principally to the trade, having around 1,500 wholesale and 25,000 retail dealers on its books. The company has decided that this distribution now warrants a campaign to the general public on its products.

Accordingly, half and quarter pages are being used in national periodicals to feature the Crescent Tool Kit, consisting of a wrench, a pair of pliers and a novelty screw driver packed in a canvas holder for convenience at home and on the automobile.

Later the tools themselves will be featured in order to fix the name of the company in the public mind as a manufacturer of high grade tools and other hardware products. Automobile and hardware papers also are being used. This advertising is being handled by the E. P. Remington Advertising Agency, Buffalo.

Lumbermen Favor Hoover's Standardization Plans

Lumbermen are strongly behind Herbert Hoover, Secretary of Commerce, in his efforts to standardize grades and sizes in the lumber industry, according to the central committee on lumber standards which met recently at Chicago. "Substantial standardization in the lumber trade with its eventual large public advantages is a definite prospect," said John W. Blodgett, chairman of this committee. "Prior to Mr. Hoover's activity, slight progress had been made. The characteristic individualism of lumbermen, added to intense competition, made it seemingly impossible to secure agreement on sound uniform national standards of lumber sizes and grades. The lumber industry now is solidly behind the Department of Commerce. It values highly and will contribute in every practical way to the cooperation which Secretary Hoover is giving American business."

"Acropolis" Coffee to Be Advertised in Newspapers

The Nave-McCord Coffee Co., St. Joseph, Mo., roaster and packer of Acropolis coffee, will shortly begin a campaign to advertise that brand in daily newspapers of the Middle West where the company has distribution. The advertising will be under the direction of the Guenther-Glaze Advertising Agency, Inc., of St. Joseph.

J. J. Orvis Joins Kansas City Agency

J. J. Orvis, who has been advertising manager of the Witte Engine Works, Kansas City, Mo., for several years, has resigned to associate himself with the W. B. Finney Advertising Co., of the same city.

Electrical Dealers Advertise Their Salesmen's Ability to the Consumer

The Electrical League of Cleveland Gets Consumer Confidence for Its Salesmen in Newspaper Copy

By Bernard A. Grimes

EVERY day recruits are being added to the army of electrical consumers in the United States. Every new household user of electricity is a potential prospect for the sale of the great number of electrical appliances which are on the market. But these appliances are so numerous that not only have they confused the consuming public but the manufacturers and dealers of these products as well.

In Cleveland this situation was made the subject of discussion at a special meeting of the electrical appliance dealers in that city. This group of dealers represented the members of the appliance section of the Electrical League of Cleveland. The league, by the way, has a membership of 600 representatives of electrical manufacturers, dealers, jobbers, contractors, and the local lighting company, who are banded together to promote the merchandising of electrical goods.

As a result of this meeting these dealers recommended a concerted plan of action that would eliminate this confusion from the consumer's mind. The problem, they agreed, could be remedied by applying proper advertising and selling policies.

Accordingly they gave their attention to the two important points of consumer contact, advertising and salesmen. The public needed to be educated to a full appreciation of the character and expert knowledge of its selling representatives.

An advertising campaign that would build a background of courtesy and service behind the electrical appliance salesman was decided upon.

The value which the dealers placed upon the dignified reputation and efficient service of their

selling forces is stressed in the following statement from the committee's report that gave consideration to such a plan of advertising: "Selling can't be done by the kind of salesmen employed by some retailers. Many of the so-called salesmen, because of their lack of knowledge, appearance and truthfulness, are a great detriment to the business, and a continuation of the practice of some retailers to employ these bell-pushing pedlers will cause the housewife to lose all respect for the able salesman when he calls to do her a real service."

ADVERTISING AND SALES CONCENTRATED ON AT THE SAME TIME

Another feature of the league's campaign—a feature that also helped to simplify matters for the consumer—was the concentration of selling and advertising activities on one product at a time.

These dealers recommended slowing up on the rapid-fire plan of attempting to unload a few dozen appliances on the consumer at the same time. An example of how this group of electrical appliance dealers combined, in one advertisement, copy that gave dignity to their salesmen and a selling talk on one particular product is to be had in a newspaper advertisement written to sell washing machines. This advertisement headed, "Invite this electric washing machine expert to talk with you," told housewives that the electrical appliance salesman was a man with a wife and children of his own. From his own home he had learned of the drudgery of wash day and he could readily sympathize with her in her domestic problems. In addition to all this it told her that the salesman himself had installed a washing machine at home and that he

Why Not Order Better Paper?



IT doesn't cost a great deal more to use Danish Bond than the cheapest bond paper made.

Yet what a difference in quality! What a difference, too, in the impression the paper makes on the reader!

Danish Bond isn't cheap. It isn't expensive. In price it is that always commendable "half-way between cheapness and extravagance." In quality, however, it is close to the pinnacle.

Write or telephone your regular printer, stationer or lithographer for prices and samples. Danish Bond is ideal for letterheads, office forms, circulars, booklets, announcements, etc.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

July 5, 1921

July 5, 1921

Keeping Business On An Even Keel

Filling in the hollows and making the peaks of business less abrupt, utilizing available floor space, overhead and sales organization, taking up the slack in production by finding a new product to put idle equipment to work—that's the problem of many business executives right now.

Is it your problem?

Federated Engineers acts as a clearing house for the latest developments in engineering and provides a means through which manufacturers may locate a tried and proven product to reduce manufacturing costs and labor turnover.

This is one way in which Federated is minimizing waste in industry. Others include standardization of products and development of labor saving equipment.

Write us fully about your problem, indicating the types of equipment available. We will recommend articles or products that conform with your requirements, and which have been tested and found mechanically and commercially sound.

Address
DEPARTMENT P. S2.

**FEDERATED ENGINEERS
DEVELOPMENT CORPORATION**

154 Ogden Avenue
Jersey City, N. J.

could tell
experience
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Talking
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Invite t
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"Sale
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could tell her from the personal experience of his own wife that wash day was no longer a day to be dreaded in his house.

Talking to the housewife through the salesmen in advertising is another variant that has been used in this plan to give dignity to the salesman and to get actual selling talk to the consumer. An example of this style

every wash day. That my washing for our family of three could be done in half the time of the old tub and washboard way. They were right."

It is by such copy as this, resulting from co-operative endeavor, that this group of electric appliance dealers in Cleveland have not only created respect for their salesmen, but also have brought to their salesmen's prospects facts and figures on various electrical appliances in a clear and orderly manner.

The salesman's job is to live up to the story that has been told about him and to tell the succeeding chapters of the stories that have been given on specific electrical appliances.



Invite this Electric Washing Machine Expert To Talk With You

Here's a man with a wife and babies of his own.

From the mother in his home he has learned how the electric washing machine has lightened wash day and made her life more cheerful and easy than ever before.

His answer:

When your door bell rings, please remember this and welcome him.

Listen to what he'll tell you about wash day. Tell him how big the wash is every week. Tell him how much you think it costs to do it the old fashioned way.

He'll be mighty interesting to the women who is burdened with too much work. A good many women are.

You'll want to know how to gain freedom from trousseau load and to save energy. You'll want to know how someone else's electric washing machine really is. What, women doesn't?

You can buy one on easy payments or for cash. Learn how it will soon save enough to pay for itself. Ask for a demonstration.

When this courteous expert comes to see you, welcome him.

SAVE MOTHER With An Electric Washing Machine

THE ELECTRICAL LEAGUE OF CLEVELAND
Buy from the dealer who  displays this emblem.

CREATING PRESTIGE FOR THE SALESMAN BY TALKING ABOUT HIM AND THROUGH HIM

is captioned "Why I use an Electric Washing Machine," and the copy reads:

"I am one of the hundreds of Cleveland women who have a laundress once a week and still make my washing machine pay for itself.

"Before I yielded to that impulse that lies in every woman's heart, to save both time and money, I made a careful study of washing machines. I saw demonstrations.

"Salesmen told me that electricity would cost only a few cents

Stamps May Not Be Used as Seals

The sealing of advertising folders with ordinary postage stamps is contrary to rules of the Post-Office Department, the Direct-Mail Advertising Association says in a recent bulletin. Such mailing matter makes necessary the defacing of stamps by hand rather than by cancelling machines, resulting in an unwarranted waste of time and labor. There is no objection, however, to the use of pre-cancelled stamps for this purpose by persons or firms properly authorized.

Aracoma Textile Advertising Appointment

A. L. Kindt has joined the Aracoma Textile Company, New York, as advertising manager. Mr. Kindt was formerly field sales manager with the Crescent Talking Machine Company, at one time sales and advertising manager with the Pennsylvania Textile Company, and for six years was assistant advertising manager of the Corn Products Refining Company, all of New York.

Joins Peck Advertising Agency

B. A. Ahrens has joined the Peck Advertising Agency, in charge of its poultry and agricultural accounts. Mr. Ahrens was formerly head of the poultry department of the New York State Institute of Applied Agriculture, Farmingdale, N. Y. He also was publisher of the *Long Island Poultry News*.

Appoint Eastern Representatives

The *Hardware World*, St. Louis, and *The National Drug Clerk*, Chicago, have appointed R. T. Huntington and Associates, publishers' representatives, New York, as their Eastern advertising representatives.

New Accounts for Louis H. Frohman

Wm. H. Plummer & Company, New York, importers of china and glassware, have placed their advertising account with Louis H. Frohman, advertising agent of that city. Class magazines and direct-mail will be used.

Other accounts placed with the Frohman agency include David & Blum, importers of "Nordre" French gloves, using business papers; Braunworth & Company, publishers, using newspapers in New York territory; George Rawak, millinery manufacturer, using class publications, and the Colver-International Company, tourist agency, using metropolitan newspapers. All the firms mentioned are located at New York.

Additions to Staff of Archer King, Inc.

William A. Sittig, formerly with the Chicago office of *Modern Priscilla*, and Alexander Rogers, formerly with Erwin, Wasey & Company, Chicago, have joined the staff of Archer A. King, Inc., Chicago, publishers' representatives.

New York "Evening Mail" Advances Holman Harvey

Holman Harvey, who has been with the editorial department of the New York *Evening Mail*, has been appointed promotion manager.

California Almond Growers Report Peak Year

The California Almond Growers' Exchange, San Francisco, reports the year ended April 1 as the most successful in its history. In the last ten months of that period, the membership increased from 2,467 to 2,998. Growers delivered 5,743 tons of almonds to the exchange and gross sales amounted to \$2,024,025. One cent per pound was authorized for advertising, but less than half a cent was spent, amounting to a total of \$38,361.

Insecticide Advertised to Fruit Growers

An educational advertising campaign for the purpose of aiding fruit growers to eliminate the peach borer, an insect that damages fruit trees, is being conducted by the Niagara Alkali Company, of Niagara Falls and New York, manufacturer of Niagara P D B (Para Dichloro Benzene), an insect exterminator. The Hazard Advertising Corporation, New York, is directing this advertising.

MacManus Incorporated Transfers Matthew J. Casey

Matthew J. Casey is now with the Cleveland office of MacManus Incorporated, advertising agency. He was formerly a member of the staff of the headquarters office at Detroit.

Anniversary

IT IS A YEAR since we moved to our present location—a step which represented a great advance in the physical development of our plant.

We have not ceased, since then, in our efforts further to improve equipment and organization; and our product, judging by the gratifying increase in our business, reflects our constant striving.

Every year writes a record of progress

**THE WOODROW PRESS, INC.
351 WEST 52ND STREET NEW YORK**

"Send it to Woodrow"

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*Millions of Labels are put on
Welch's Grape Juice
(The National Drink)
Every Year!*

WORLD LABELER

Does It!!

Perhaps you have products that need labels. Let us show you that the World Labeler will do it properly and pay for itself.

ECONOMIC MACHINERY CO.

71 Union St., Worcester, Mass.

Bring Your Labeling Problems to Us

Winnipeg Free Press

Third Report on Western Canada Crop

Official Summary, June 26

It is just fourteen days since the issuance of the last crop report, but owing to the heavy storms that have occurred during the last ten days, and the brief period of extreme heat and wind that preceded the storms it was thought best to allay the general anxiety as to whether or not damage had been done by these unusual conditions.

Detailed reports from 280 points indicate that in the interval the crop has made rapid progress; abundant rains have fallen practically all over the three prairie provinces; that while hail storms have occurred at a number of points the accruing damage has been of the slightest and confined almost entirely to winter rye; that cutworms, wireworms and grasshoppers have all been held in check by the rains, and that the damage from these pests will be very small indeed.

It would be difficult to think of anything more generally satisfactory than the comment on conditions contained in the individual reports.

The crop appears still a little late, though the extent to which it has developed since seeding is very gratifying.

The report of plenty of moisture is almost universal, while a few points report "too much rain."

These points state that water lying on low lands is scalding wheat and in some cases has prevented the seeding of late barley and oats. These are very minor defects amid a general report of satisfactory conditions.

A careful reading of the reports can only produce satisfaction, but they should be read with the thought in mind that there are more than two months to harvest and much can happen in that time to lessen the present abundant promise. On the other hand it should be remembered that the bountiful crop of 1915 was frozen down four times in the month of June that year and there was even a slight frost in July and August, and yet the crop reaped was the largest up to that date, and the highest average yield that the West has seen so far.

The Free Press, in announcing these reports, again calls attention to their importance as the chief and most reliable barometer of business in Canada. Between the crop report and the harvest is the time for the business man who markets products in Western Canada to sow his Advertising seed.

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Leather Glove Industry Plans a Na- tional Campaign

AMERICAN-MADE leather gloves are to be nationally advertised in a joint effort by the National Association of Leather Glove Manufacturers and the Associated Glove Manufacturers of New York State. Acquainting the public with the ideals of their industry and educating the public to regard the leather glove as a necessary article of wearing apparel are the major objects of the proposed three-year campaign.

Plans formulated by a joint advertising committee have been approved by the two associations, PRINTERS' INK is informed by Frederick Driscoll, a member of the committee, and manager of the Gloversville, N. Y., factory of Fownes Brothers & Company, Inc.

"The minimum appropriation is to be \$50,000," says Mr. Driscoll, "and we sincerely hope to reach \$100,000 or more by the second year. The work now going on is that of selling the campaign to the individual manufacturers, and until this work is completed, concrete plans for mediums, dealer tie-up, etc., will not be made.

"A general feeling among manufacturers," he said, "that the ideals of the glove industry have been misunderstood and more or less misrepresented, together with the feeling that gloves for both men and women have not been sufficiently featured as necessary accessories, have impelled the industry to enter upon this proposed advertising work."

Lloyd Spencer Again Heads Seattle Advertisers

Lloyd Spencer was re-elected president of the Seattle Advertising Club at the annual meeting of that organization. Other officers chosen include: First vice-president, Tom Jones Parry; second vice-president, Pauline Krenz; secretary, Hazel M. Britton, and treasurer, Maurice Whittington. Trustees for the coming year are: R. P. Milne, C. E. Fisher, H. B. Wright, C. A. Griffith, A. J. Izzard, R. E. Bigelow, and R. E. Morgan.

PUNCH

*"The Foremost
Humorous Journal
of the World"*

ESSENTIAL FOR SUCCESS

in the Advertising of

HIGH-CLASS GOODS AND SERVICE

in

GREAT BRITAIN AND HER DOMINIONS

*National Advertisers are
now booking space for their
requirements during 1924*

Rates and full particulars from

MARION JEAN LYON
Advertisement Manager "PUNCH"
10 Bouvier Street, London, E.C. 4
England

July 5

Well! Well! Well!

You didn't know it? Why, yes, Utica is in the big list! It's now over 100,000 population—and in the very Heart of the Empire State. A manufacturing city surrounded by towns and farms that have been settled for years and years. If it's not on *your* list for big campaigns we don't care how quickly you make the correction.

And it's far enough away from the biggest city to make it ideal for a try-out campaign.

We have a real sane national advertising service department. Make us prove it.

**UTICA
OBSERVER-DISPATCH**

*Member Empire State Group
Each the Leader in Its Field*

J. P. MCKINNEY & SON
New York Chicago
Los Angeles

Arbitration Society Formed to Obviate Court Suits

BECAUSE of the seriously congested condition of our court calendars, and the consequent delay in the settlement of litigations, and because of the feeling that a great amount of litigation can be more quickly and more satisfactorily settled out of court, the Arbitration Society of America was recently formed. While its tribunal is not a trade court exclusively, but is open to all persons, it has a particular significance to business men in all lines.

The charter of the society defines the purposes of organization to be:

First: To conduct a campaign of education in promotion of the general cause of arbitration in all disputes and differences.

Second: To organize, equip and operate in New York City, and later in larger cities throughout the country, tribunals of arbitration for the speedy, inexpensive and just determination of controversies and misunderstandings.

controversies and misunderstandings. Third: To have enacted a uniform arbitration law in all the States of the Union, and to encourage the insertion of an arbitration clause in all trade and industrial contracts.

The clause recommended reads as follows:

All claims, demands, disputes, differences, controversies and misunderstandings arising under, out of, or in connection with, or in relation to this contract, shall be submitted to and be determined by arbitration, pursuant to the Arbitration Law of the State of New York, in the Tribunal of Justice known as the Court of Arbitration established and conducted by the Arbitration Society of America, Inc., and in accordance with its rules.

The tribunal is simply machinery for the effective operation of the Arbitration Law of the State of New York as amended in 1920, which is a law that is little known and less understood by a majority of the citizens of the State. This law gives legal and binding effectiveness to the settlement by arbitration of nearly all disputes and controversies upon which an action could be brought up in a court of law. In all essential respects it endows an arbiter with

The Minneapolis Tribune BUYS The Daily News

Effective June 27th, 1923, The Minneapolis Tribune has acquired The Daily News by purchase.

Beginning Thursday, June 28th, The Minneapolis Evening Tribune will be delivered to every paid subscriber of The Daily News

The average daily circulation of The Minneapolis Tribune for May, 1923, was

122,211

The circulation of The Daily News was

***60,852**

Advertisers secure the advantage of this enormous excess circulation at no additional charge

*Publisher's sworn statement of daily average for six months ending March 31, 1923

The average Sunday circulation of The Minneapolis Tribune for May, 1923, was **177,958**

The
WORDWORKER
Published by
THE WORDSHOP OF MAXWELL DROKE
AT INDIANAPOLIS

VOLUME 1

NUMBER 1



*Chester Woodin Said It
 With Words*

THE MAN who tries to beat you writing copy has a real job ahead of him" wrote Chester Woodin, president of Arrow Service. "I've tried several copywriters, but I always count on Droke for best results."



Arrow Service is probably the world's largest collection agency. I have served this client for five years.

* * *

I write copy for magazine, newspaper and mail advertising, dealing direct with the client, or through recognized advertising agencies. Upon request, I make layouts and supervise the production of art, engravings and printing.

The Book-Borrower

You have met the book-borrower who craves the loan of a volume "over the week-end." And you, thinking it may benefit his weak end, release the book, never to behold it again. It was Lamb, remember, who said:

"To those of us whose treasures are cased in leather covers, rather than closed in iron coffers, there is a class of alienators more formidable than thieves in the night. I mean your *borrowers of books*—those mutilators of collections and spoilers of the symmetry of shelves, I pray the maledictions of Heaven upon them."

* * *

Edward Everett made the principal address at Gettysburg. He talked for 2 hours and 20 minutes. No one remembers what he said. Lincoln used 268 well-selected words that will live for generations.

Send for this Book

This book brought me \$1075 in new business in less than 60 days. It is my Ambassador to the Business World. Certainly, you may have a copy. Address your request to Box 611, please.

the power of a judge and further provides that the award of an arbiter is confirmed by the court, and is then enforceable as if it were—as in fact it then becomes—a judgment of that court.

There are a number of interesting features to the tribunal. It is not operated for profit, all moneys received being put back into the furtherance of the aims of the society. It endeavors to conduct its work so that the cost will be very little to the disputants, in most cases far below the costs of an ordinary lawsuit.

The proceedings before the tribunal will not be clouded with too much legal form. The society, indeed, emphasizes the fact that disputants can tell their stories in their own way with no fear of technicalities. The tribunal in no sense is a competitor of the regular courts, but is rather a co-operator, helping the courts to cut down the number of cases brought before them. As such it has been endorsed by a number of judges in the State.

Temporary offices have been opened at 115 Broadway, New York City. Because of its nature the society is looking for active aid from trades and industries. Various classes of membership are open, ranging from associate membership to founders. Charles T. Root, of the *Dry Goods Economist*, is chairman of the Business Press Division.

New Accounts for Harry C. Maley Agency

The Harry C. Maley Company, Chicago advertising agency, has been appointed to handle the advertising accounts of the Rine-Hart Mfg. Company, Chicago manufacturer of the Active wheel-lock for automobiles; World Mail Order Company, Chicago, and Korozone, Inc., New York manufacturer of cosmetics.

Weis Manufacturing Account for Power, Alexander & Jenkins

The Weis Manufacturing Company, Monroe, Mich., manufacturer of office specialties and equipment, filing cabinets and sectional bookcases, has placed its account with The Power, Alexander & Jenkins Company, Detroit advertising agency.



The Billboard

AMERICA'S FOREMOST THEATRICAL DIGEST
Weekly

DO YOU WANT

Dancing Exponents?
Dancing Instructors?
Dancing Artistes?
Dancing Starters?

An ad in **The Billboard** will put you in touch with them.

All costumers can be reached through **The Billboard**. They will consign for sale or rental, for masquerade and fancy dress dances.

Member A. B. C.

NEW YORK
1493 BWAY. BRYANT 8470
CHICAGO | **CINCINNATI**
35 SO. DEARBORN 25 OPERA PL.

Lawyers Agree on Proposed New Trade-Mark Measure

American Bar Association Bill Now Ready to Be Submitted to Next Congress

THE proposed new trade-mark act adopted by a special committee of the American Bar Association, of which Edward S. Rogers, of Chicago, is chairman, has at last been completed and will be submitted to Congress next December.

Work on the act has been in progress for about three years. Two years ago the committee submitted to the Bar Association the text for a new trade-mark law which it thought would answer the purpose. The association expressed itself as favoring the new bill in a general way, but instructed the committee to continue its deliberations for another year, the object being to get all shades of legal opinion as to what should be incorporated.

Last summer, at the Bar Association meeting at San Francisco, the draft as finally decided upon by the committee was approved by the Section of Patent, Trade-Mark and Copyright Law and by the association as a whole. It then was expected that the bill would be submitted at the last Congress, but it occurred to the committee that it was desirable to secure, if possible, the approval of lawyers whose interests and practice brought them most closely in contact with trade-mark matters—in any event to obtain as much constructive comment and criticism as was possible. To this end the bill was submitted to the Pittsburgh Patent Law Association, and after much discussion received its approval. Then the New York Patent Law Association, the American Patent Law Association and the Chicago Patent Law Association were approached on the same basis.

The Bar Association committee has had repeated conferences and meetings and a vast amount of correspondence with the other committees during the last nine

months and also with the officials of the Patent Office. Suggestions from these various sources have agreed that the proposed law as it now stands is exactly what they want.

"The discussions still were in progress while the last Congress was in session," Mr. Rogers said to PRINTERS' INK, "and we deemed it best not to attempt to introduce the bill then. However, as the result of the work that has been done during the last year, we can go to Congress when it convenes next December and offer this measure with a substantially unanimous professional endorsement. The Bar Association committee is under great obligation to the committees named by the four associations for the painstaking consideration they have given this bill and the thoughtful suggestions they have made. All are agreed that something worth while has been accomplished for the country's business."

International Nickel Reports Profit

The International Nickel Company, New York, for the fiscal year ended March 31, 1923, reports net profits after taxes, depreciation, etc., of \$48,170, in contrast with a deficit of \$1,335,581 in the fiscal year ending in 1922, and a net profit of \$2,029,700 in 1921, and \$2,745,734 in 1920.

F. A. Harper, Jr., with McDougall Company

Francis A. Harper, Jr., recently advertising manager of the American Technical Society, Chicago, has joined the McDougall Company, Frankfort, Ind., manufacturers of McDougall kitchen cabinets, in a similar capacity.

A. C. Gottschaldt Joins Kenneth S. Keyes Company

Allan C. Gottschaldt has joined the Kenneth S. Keyes Company, Atlanta, Ga., direct-mail advertising. He was recently with J. M. Daiger & Company, advertising agency, Baltimore, Md.

THE KANSAS CITY JOURNAL and POST

announce the appointment

of

VERREE & CONKLIN, Inc.,

as their sole United States National
Advertising representatives

WALTER S. DICKEY, Owner and Editor
E. O. SYMAN, General Business Manager

Effective

July 1, 1923

July 5, 1923

*A change
in name only*

THE CAPLES COMPANY
Advertising

CHICAGO

NEW YORK

is the new name of the

**H. E. REMINGTON
ADVERTISING COMPANY**

*Policy, personnel
and entire clientele
remain unchanged*

R. C. CAPLES - - - - President
 J. V. GILMOUR - - - Vice-President
 RALPH HARTSING - Sec'y & Treas.
 LESTER J. SHOLTY Director of Service
 H. E. JOHNSON - - - Space Buyer
 THEODORE FISCHER - Copy Chief
 CHAS. D. PERRIN Production Manager
 CONRAD PISTORIUS - Art Director

New York Office

GEO. E. INGHAM, Vice-President
 FLETCHER L. BELT W. H. STROMEYER

Chicago - - - - - 225 East Erie Street
 New York - - 2403 Grand Central Terminal

The Paradox as an Aid in Selling

(Continued from page 6)
look it over before changing his own methods.

Parker threw out his chest and began a eulogy of his store's machinery for handling cash. Bailey encouraged him and before long had gleaned many facts as to what it had cost to install, the expense of upkeep, the number of employees needed to operate it, and so forth. Finally Parker arose and invited him to step around the store and see the system work. The cash register man demurred.

"If you don't mind," said he, "I would prefer to knock about the store for a while myself. If the employees see you demonstrating it they will not be quite normal. They may tend to speed up the system, or, through nervousness, they may bungle things a bit. Let me go round alone for a while. Then I'll come back, if you'll allow me, and perhaps ask some more questions."

Parker agreed and Bailey began his investigation. After about an hour he returned to the proprietor's office. He opened a note book and laid it on Parker's desk.

"This is a check I've made on the time it takes to make change in the various departments. At the notion counter I made a purchase of thirty cents. It took the girl exactly forty-four seconds to make the sale, write a slip and enclose my dollar bill with it in the cash receptacle. Precisely two minutes seven seconds elapsed before the change was in my hand."

Parker sat up very straight. "That's most unusual. It's an isolated case."

"It's the *worst* case," admitted Bailey, "but it's by no means isolated. In the ribbons, the sale operation took two minutes twenty-four seconds, and the change operation one minute forty-nine seconds. Here are the figures, in seconds, for each of your departments. If you'll total them up and average them you'll find that your employees spend about 37 per cent

Salesmen and Selling Executives

The expanding operations of our clients require a number of salesmen.

Two sales executives for field work are also needed—not desk-men, but men who can show others how to do it.

All of these positions afford complete opportunity to demonstrate unusual ability and thereby secure advancement. They also give experience in our methods of selling by definite plan supported by sound merchandising. Salaries range from \$1,800 to \$5,000.

Only men with the following requirements are eligible:

Age 25 to 35; selling experience that proves ability to "close" orders; knowledge of advertising and merchandising as selling aids; willingness to travel; integrity and industry.

Write at once—do not call—giving in confidence the specific facts and references that prove your eligibility.

MARQUIS REGAN, INC.

Marketing Counsellors
21 East Fortieth St., New York

Accounts for the Right Agency

Experienced and well-known agency executive controlling several national accounts wishes to join forces with a medium-sized, well-financed and fully recognized agency. Only propositions offering financial interest and agencies in New York having facilities for handling high type of accounts will be considered.

Address "E. L.," Box 290, Printers' Ink.

OCEANS OF TIME
FOR READING
on a
CUNARD LINER

And first of all each morning comes the Radio News of the World via the

DAILY MAIL
ATLANTIC EDITION

The link between shore and ship, between the knowing advertiser and the able-to-spend tourist.

Rates inconsistently moderate for the Aristocrat of Daily Newspapers.

DAILY MAIL
ATLANTIC EDITION
247 Park Avenue
New York

of their time making sales, and about 63 per cent of their time waiting for change."

"Why, this is astounding," cried Parker.

"It's an eye-opener to me, too," agreed Bailey. "I've had these cash register men around pestering me to death, and a few days ago I checked up on a store in my own town—smaller than this store but doing about the same kind of trade—and here are the figures."

Turning over some pages in his notebook the salesman began calling out the comparisons of elapsed time in the different departments of the two stores. Like most comparisons they were extremely odious.

When he had finished Bailey put away his damaging little book and got up. "Well, Mr. Parker," he said, "I'm mighty glad I came over, and I want to thank you for your courtesy. I guess I'll go back and put in cash registers."

Parker rose and held out his hand. "I'm glad you came over, too. The next time one of those cash register men come in I'm going to have a heart to heart talk with him."

Needless to say a register salesman called on the Parker store within a week, primed with all the information Bailey had acquired, and a large sale of registers resulted.

In the hour when Parker thought the best of his system he was brought round to think the worst of it. Until a man has believed his goose a swan and become disenchanted he will never perceive the utter commonness of a goose.

Chesterton's books are full of such paradoxes, and literally hundreds of them can be applied to business. Here is a passage, for instance, that without any change whatever might be made the text for a "Save the Surface" advertisement:

We have remarked that one reason offered for being a progressive is that things naturally tend to grow better. But the only real reason for being a progressive is that things naturally tend to grow worse. . . . All conservatism is based upon the idea that if you leave things alone you leave them as they

Mile
Drive

Place before streets, Tell you Catch tri- trians. A car pat- as to sp outdoor become wheel a customer the priv- ment. shall co- has no waste imper- It is n waste-be- away. I never a investi- wheel a only out adver- Yet it

MOT

21

The Newest Advertising Media

**Distributors and Representatives Wanted
for MOTOR WHEEL ADVERTISING
No Competition. Field Positively Virgin**



Miles and Miles of Advertising Without Cost Drives Your Sales Messenger Across Without Effort and Expense

Place your advertising everlasting before the great buying public on streets, boulevards and highways. Tell your story to crowds everywhere. Catch the eye of thousands of motorists. Arrest the attention of pedestrians. Arouse the interest of street car patrons. There are no restrictions as to space and position. The public outdoors is your audience and they become alert as you pass. Motor wheel advertising does not ask your customers and prospects to pay for the privilege of seeing your advertisement. It does not insist that readers shall come to the advertisement. It has no weakness through waste circulation and imperfect mailing lists. It is never thrown into waste-baskets or filed away. It is never dead—never shelved. The first investment in motor wheel advertising is the only outlay. There are no advertising bills to pay. Yet it does its work of

constantly attracting attention without the slightest expense. It solves the problem of publicity for the small business man. It lifts the bars for those who have wished they could advertise, but who dared not risk their small capital upon unknown possibilities. It has a big cash value upon salesmen's cars and delivery trucks. Its value is priceless to representatives and agents who recognize the importance of being known. And for small local campaigns and dealer helps it has unlimited pulling power. Every day, without a penny's expense, you can enjoy miles upon miles of advertising. Every hour you can toothcomb for new prospects. Every minute you can write your story indelibly across the mind of the buying public. Every second you can be stirring up favorable impressions. And repetition—matchless followup—is included in the work accomplished by Motor Wheel Advertising.

\$30.00

Per Set
of Four Discs and
Attachments
F. O. B. K. C., Mo.

**MOTOR WHEEL ADVERTISING CO., Manufacturers
217-218-219 Gibraltar Bldg., Kansas City, Missouri**

Executive Available

1. At present employed.
2. Sixteen years' marketing and executive experience.
3. A clean and enviable record.
4. Entire time spent in two industries.
5. Assisted to build and carry out one of the large national advertising and marketing campaigns.
6. Knows North America: its people and markets from coast to coast and from Hudson Bay to the Gulf of Mexico.
7. Came up from the "Ranks" resulting in practical knowledge that when applied to subordinates brings results.
8. Desires opportunity with large possibilities and interested in connection where investment may be made.
9. Available on thirty days' notice.

Address "C. J., Box 288, Printers' Ink

July 5, 1923

PRINTERS' INK

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are. But you do not. If you leave a thing alone you leave it to a torrent of change. If you leave a white post alone it will soon be a black post. If you particularly want it to be white you must be always painting it again; that is, you must be always having a revolution. Briefly, if you want the old white post you must have a new white post.

But advertising is another matter. We are here concerned chiefly with salesmanship. And *apropos* of Chesterton's method of starting a book at the end and closing it with the beginning—a trick which he has boasted of rather than confessed, more than once—I am reminded of a sales story which I once heard at a convention.

A man walked into a music store in the South one day and asked to see the proprietor on private business. "I'm a stranger in town," he said, as soon as the proprietor appeared, "and I want to hire a band. I thought this was the best place to come to get in touch with the leader of some local band. Can you help me?"

The music dealer asked him into his office and began to ask questions in his turn. What was the band wanted for? When did he want it? And so on.

The stranger then admitted that he was a commercial man and that he wanted the band for an unusual sales stunt that he hoped to pull off in the town. The dealer seemed interested. What kind of a stunt was it?

Well, the idea was to bring in a ton of goods—goods rarely if ever associated with the idea of weight—a ton of goods in a box-car with a banner on it, bearing the words—"A Ton of Blank, consigned to such and such a store, Suchville." This car was to be met at the station with a truck, bearing a similar banner, and carrying the band playing full blast to attract a crowd. The goods were to be unloaded from the box-car onto the truck "in full view of the audience," and the truck, preceded by the band still playing full blast, would then be driven through the town to the consignee's store. While the crowd gathered, the goods would be unloaded and taken into the

ELECTROS STEREOS MATS FOR NEWSPAPER ADVERTISING AND DEALERS' HELP SERVICE

LIGHTEST NEWSPAPER PLATES
MADE.

SOMETHING NEW IN STEREO-TYPES.

SPECIALISTS IN

NATIONAL DISTRIBUTION TO
LISTS FURNISHED.

WE CAN'T MAKE THEM ALL,
SO WE MAKE ONLY THE BEST.

SHELDON CO.
67 DAGGETT ST.
NEW HAVEN, CONN.
N. Y. CITY OFFICE—38 PARK ROW

Joseph Horne Co. *The Fine Store of Pittsburgh*

is desirous of hearing from a young man, under 30, with several years of practical department store advertising experience, who is interested in associating himself with a high-class, progressive store, where he will have an opportunity to give full expression to his talents, and make a position for himself that will grow more valuable with time.

Such a young man must be prepared to start at a moderate salary, in exchange for the training he will get in a well-balanced organization, but he has positive assurance that his financial progress will be steady and sure, and that his ultimate salary will be governed largely by himself.

Write fully, freely and frankly, taking care to specify salary to start. All correspondence will be treated in strict confidence. Address communications to Andrew Connolly, Joseph Horne Co., Pittsburgh, Pa.

Plan and Production Head Wanted

An old-established Eastern advertising agency has an opportunity for a man of ability and experience, who knows how to prepare merchandising and selling plans.

He must be able to produce one hundred per cent copy and direct its preparation in art work, plate making, typography, and other means with which a well-trained man is familiar.

The opportunity is quite interesting and if you feel that you can fill the bill, write us. Your communication will be held confidential.

While we don't wish to restrict the applications, nevertheless it must be understood that a well-trained, high-grade man who can co-operate congenially with the rest of the organization, will be required to fill the position. Write us with full particulars.

Address "P. A." Box 280, Printers' Ink, New York City.

Connecticut Representative Averaging \$200 Weekly

WANTED—Energetic advertising salesmen, preferably owning their own cars. Can easily make over \$200 weekly selling our advertising service to banks, insurance offices, many lines of retailers and manufacturers. Liberal commission paid on new contracts and renewals. Have a few open attractive territories providing permanent income opportunities. Our company established ten years. Our service distinctive and has little competition. Write complete description of your experience and personality. Letters confidential. If satisfactory we will request interview in New York or our nearest branch office. Address "President," Box 282, care P. I.

store, and the sale would begin. "Some stunt!" cried the music store man, with genuine enthusiasm. "Where do you fellows get all the ideas?"

"You think it's a good one, eh?" queried the stranger.

"It's a peach. What store are you doing business with?"

"This one."

"What do you mean?"

"What's the name of this store?"
"Munroe's Music Store."

"Well, then, the banner on that box-car and on that truck will bear these words—*'One Ton of Music'*, consigned to Munroe's Music Store, Suchville."

"One ton of music!"

"Yes, one ton of phonograph records. And I'm going to stay here and help you sell 'em. And what's more, I'll bet you a new hat, right now, that we sell 'em in two weeks."

If I remember rightly, an executive of the manufacturing company vouched for the fact that the ton was sold in ten days.

The salesman's chief problem, as a rule, is to startle the prospect out of his accustomed rut of thinking. To do this successfully requires not only a high degree of mental alertness and inventiveness, it also implies a certain verbal dexterity, a knack of stating things in an original and audacious manner.

Chesterton is a past master at such tricks of phrase, and his example is particularly valuable to salesmen who are inclined to be long-winded, because he will often put into a dozen words of one syllable each a complex idea which other writers fail to express adequately in a couple of pages.

Many critics, for instance, have written about the "iconoclastic propensities" of Bernard Shaw. They accuse him of tearing down all ideals, all conventions, all shibboleths, all creeds, all superstitions, all systems and tenets of belief. Thus they go on, enumerating in detail the numerous victims of his caustic satire. Chesterton puts it all into one sentence of one-syllable words—"Shaw's whole business was to set up the



The March of Progress

FOR the third time since the "Northern Daily Telegraph" made its first appearance in the eighties new and bigger machinery has been installed to cope with the demand for the paper by the public, and to enable the proprietors to render the ever-widening service which it is theirs to afford.

Four three-deck printing machines, specially built by Hoes, of London, have just been installed in the "Telegraph" building. They print a larger paper, and provide for considerably increased output. The new normal issue of eight pages, with seven columns to the page, will be expanded indefinitely by the insertion of additional pages, according to the pressure of news on the one hand, and of advertising space on the other.

It always has been, and still remains, the purpose of the proprietors to provide a newspaper second to none for variety and quality of content, and for accuracy and swiftness in presenting a complete record of all the news day by day.

This latest development, involving the building of four large presses at a heavy cost, is a landmark in the history of journalistic progress in Lancashire, as also is it an earnest of the desire and intention of the proprietors to render in the most efficient manner the fullest service alike to readers and advertisers.

NORTHERN DAILY TELEGRAPH

**Head Office
BLACKBURN
LANCASHIRE**

**London Office
85 FLEET ST.**

Guaranteed Net Sale 70,000

Let Me Assume Your Detail Burden

I'd like to have a chance to show the busiest advertising executive in New York how I can relieve him of every worry pertaining to the routine of his department, how I can have his cuts and plates ready on time, take over the details of circular and catalog work, including selection of paper, ink, binding, etc., and establish and maintain the most exacting kind of a schedule.

I've put in ten years at this sort of work with two of the greatest users of publicity in the world, one of them a manufacturer whose expenditures exceed half a million a year, the other, one of the biggest publishing houses. The busier I am, the happier I feel. Age 30, single, Christian. Salary during demonstration period, \$2,600.00.

Address "B. H." Box 287, care of Printers' Ink.

We have a place for
A YOUNG MAN
of good habits and
pleasing address who
wants to work hard to
achieve success in
long established ad-
vertising business.
The right man can
make \$2500 the first
year with unlimited
possibilities. Charac-
ter is the important
consideration.

Address "W. E." Box 284, P. I.

things which were to be sworn by as things to be sworn at."

Just so, in salesmanship, the twist of a phrase or the change of a single word, may spell success. Probably you have all heard the story about the woman who went into a shoe store to be fitted and was told by the clerk that one of her feet was larger than the other. She didn't buy shoes at that store, but went along the street and made her purchase in a store where the clerk told her that one of her feet was *smaller* than the other.

There are times when these little things become—to make use of the title of one of Chesterton's books—"Tremendous Trifles!"

Coca-Cola's Advertising Appropriation

In an address before the sales and advertising conference of Coca-Cola bottlers, B. S. McCash, vice-president of the company, in charge of advertising, stated that \$15,126,000 was invested in advertising Coca-Cola during the decade from 1913 to 1922. The appropriation for the United States for 1923 is \$2,365,000.

Karl B. Mickey with Eaton Axe & Spring Company

Karl B. Mickey has been appointed advertising manager of The Eaton Axe & Spring Company, Cleveland, O. Mr. Mickey was formerly with Harvey Hubbell, Inc., Bridgeport, Conn., and at one time was with the advertising department of The Sherwin-Williams Company, Cleveland.

New Account for Power, Alexander & Jenkins

The Eugene Mack Company, Detroit, which conducts a specialty sales business through agents in all parts of the country, and is the Detroit district distributor of Superite pens and pencils, has placed its account with The Power, Alexander & Jenkins Company, advertising agency of that city.

With Governor Fastener Co.

Hyman Blumberg has been appointed advertising manager of the Governor Fastener Company, New York. He was at one time with the Riteservice Advertising Agency of that city.

The Excelsior Shoe Company, Portsmouth, O., has placed its advertising with Bohnett & Company, Cincinnati advertising agency. Plans for a fall campaign on boys' shoes call for the use of national publications.

OPPORTUNITY

For Sales Executive

Study This Thoughtfully

It may be that this is what you have been seeking.

The Williamson Heater Company of Cincinnati, an old reliable, nationally-known manufacturer of heating apparatus, is marketing a gas, gasoline or electric cabinet clothes dryer known as SNOW WHITE, salable to home owners, builders, architects and dealers. Judged by merchandising experts to hold the greatest national possibilities of recent times.

It dries clothes in ten minutes. Its installation makes the housewife independent of weather conditions. It eliminates the drudgery of carrying the clothes outside. It permits the washing and ironing to be done the same morning. In smoky communities it is indispensable. Every woman appreciates its advantages. It appeals to the professional builder, as it enhances the salability of his building. It appeals to the apartment owner, in eliminating the back-yard problem; to the man erecting or owning a high-grade home, it sells itself. The price is less than any other laundry equipment.

Concentrated effort by real sales executives or organization will bring unusual results from the large, non-competitive market that exists. Profit on each dryer is liberal; sales cost, under our tested and proved plan, is unusually low.

Operations are being extended to every city over 30,000. Large publicity campaign now under way and very attractive literature compiled. Factory cooperation faultless. This is a big proposition and will place you, if you are the man, on the road to better living, where your talent, effort and energy will bring you profit in proportion to the amount you expend. The initial requirements for further procedure are: 1—Sufficient capital to establish showroom and organize sales force. 2—A substantiated, successful sales and merchandising experience. 3—An unimpeachable personal record. 4—Ability to visualize the potential possibilities.

To such a person or concern we can offer a mighty interesting proposition—a definite proved plan of procedure—a real money-making opportunity. Sell us on yourself. The season will soon be at its height. Address Dryer Division, The Williamson Heater Company, Cincinnati, Ohio.

NOTE: Advertising Agencies.

Perhaps you know the man we are seeking? If so, let us know, and we'll protect you on local advertising.

July 5, 1923

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
PUBLISHERS.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER; Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building GRO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSON, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. RANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum, \$50; Classified 35 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

C. B. Larabee Bernard A. Grimes
E. B. Weiss Ralph Rockafellow

Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, JULY 5, 1923

Our Whispering Railroads

A large part of the public thinks, or pretends to think, that the railroads would amount to more as public carriers if the Government owned and operated them. Railroad officials are agreed that such a happening would be nothing short of a catastrophe and many of them are making speeches against it.

If no business enterprise had ever been able to turn the tide of opinion in its favor by other methods, the tactics that the railroads are following might be thought of as logical, proper and the best possible under the circumstances. Advertising men know that these methods are puerile and archaic. They know well what carefully planned institutional advertising of the right kind can do for the transportation systems of this country, because they know what it has done for Standard Oil,

Swift & Company, the American Telephone & Telegraph Company, and a score of other companies, all of them public servants on a big scale. They know that advertising has taken public opinion, stirred it and made it reverse itself simply by telling the truth to misinformed, misguided millions.

If the man in the street who votes and tells his congressman how to vote listens to government ownership fanatics; if he lends a credulous ear to aeriferous rumblings, it is the fault of the railroads themselves—and advertising men.

No one knows better than the men at the heads of the railroads that something must be done without delay. President C. H. Markham, of the Illinois Central, President W. H. Finley, of the Northwestern, Vice-President T. C. Powell, of the Erie, Samuel Vauclain, of the Baldwin Locomotive Works, and others have been active in speaking against radical proposals. The newspapers have invariably given valuable space to their utterances. President A. H. Smith, of the New York Central, recently sent letters to the 34,319 stockholders of the road, warning them of the necessity of crystallizing sentiment in behalf of privately owned and operated roads between now and when Congress meets in December.

But the railroads are only whispering. Newspapers will not continue indefinitely to print speeches as news. They will and must assign their own valuations to the utterances of railroad presidents. There is but one way in which the roads can tell their stories exactly as they want them told. That is by advertising. Fighting the Government-owned-and-operated idea with speeches, or even with letters to stockholders, is like trying to lower the level of a great stream with a spoon. For the next few months the railroads can well afford to follow the lead of the Philadelphia & Reading Railway the advertising of which is explained elsewhere in this issue of PRINTERS' INK.

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RINT

ERS' INK and forget the sugar-coated advertising that talks of rates, resorts or crack trains. Our whispering roads need to develop their lungs and install loud speakers.

Courage in Selling

The annual baccalaureate sermons with which college presidents are wont to send each recurring group of seniors out into the wide, wild world, are not always merely a bunch of copybook mottoes for commencement day.

Each year some of these sermons receive wide and worthy comment. This year, for example, John Grier Hibben, of Princeton, furnished a real selling text when he said to his graduating students, "The only fear that I have for you is lest your own hearts fail you because of fear."

Most men who fail, fail because fear keeps them from making decisions, prevents them from doing the hard job first.

This futile fog of fear does immense damage among the ranks of men who make their living by selling goods.

A man is going along all right in his territory when some perfectly reasonable request from the home office sends him into a flutter of fear. It may be a request from the credit department to get some money from Olaf Larsen, who is behind in his payments. The picture of Olaf going up in the air when the request is made causes worry and a loss of confidence, which enables Larsen to bluster him into an ignominious retreat. Many an otherwise good salesman is thrown off his stride by his fear in such cases. Many others have some hoodoo customer. The salesman makes excuses to himself about this individual, that personalities clash and other similar alibis for not selling him, when plain fear is the real trouble.

Rumors of competitors; price concessions; bad news about the economic conditions in a city to which his ticket is already purchased, and worry lest at the very

last minute his prospect will not sign on the dotted line, are a few of the fear demons which make men go stale and start their territories slipping.

But the fear that is probably the most destructive is that which makes a man afraid to take a strong stand in a mean situation. The customer wants some concession to which the salesman knows he is not entitled. Instead of representing the known policy of the house, the fear-ridden salesman compromises. When the home office objects to the compromise he lets a "what's-the-use" feeling gain possession of him.

Fear is often the answer to the question of "What's the matter with Johnson's sales?" Without courage, no man succeeds. The man who is made to realize that courage and resourcefulness come not from compromising but from standing firm in the midst of trouble, that both increase as adversity is met and overcome, will banish fear from his mind and meet obstacles with a high heart.

The Tariff and Quality Merchandise Most commercial authorities are not so surprised that we are importing more than we are exporting, as they are surprised that the trade balance should be running against this country in the face of the highest tariff wall that has ever existed in our history. When the present tariff law was enacted, it was thought that it would prevent the dumping of foreign goods on our shores. Many freely predicted that it would not only prevent dumping, but that it would entirely kill our import business.

Yet despite these opinions and predictions, the margin of imports over exports for March and April exceeded a hundred million dollars. For the five months ending May 31, the trade balance went against the United States to the extent of some \$137,000,000.

But these figures do not surprise us. It must be remembered that the bulk of our imports consists of raw materials not ob-

tainable in this country or else not to be had in the desired qualities. Raw silk is a well-known example. Therefore, when the manufacturing business is running at high speed in the United States, as has been the case for several months, it must be expected that the importation of foreign materials needed in our industries will be large.

There is another factor in this situation that should not be overlooked. It is undoubtedly true that the tariff has effectually shut out the expected flood of cheap foreign wares. There is very little of that kind of stuff in our recent importations. Besides the raw materials already mentioned, these imports consisted of quality goods.

We believe it was A. C. Pearson, vice-president of the *Dry Goods Economist*, who said a few months ago that the United States consumes 75 per cent of the world's quality production. Great Britain has always recognized this. She knows that no tariff barrier will keep her quality products out of the United States. A tariff does not interfere with the American demand for Wedgwood pottery or Anderson's ginghams.

The lesson to our own manufacturers in this situation is that there never can be serious competition in quality merchandise. If the reputation of a product for unquestioned, unvarying quality can be definitely established and this reputation kept alive through advertising, the product can scale not only tariff walls but any other barriers that may be in the way.

Advertising as a Duty to the Public Festus Wade, president of the Mercantile Trust Company, of St. Louis, comes forward with the interesting suggestion that advertising, always an opportunity and a privilege, can easily be regarded as a duty.

Mr. Wade makes the point that in some grades of business the manufacturer or dealer who fails

to advertise is harming only himself, inasmuch as people will get his kind of goods elsewhere if they want them. But in the case of many other salable commodities—such as bank service, for instance—he believes that withholding the advertising message not only keeps profitable business away but works a positive injury to people and business in general. Individuals who have not been sold on bank service may keep their savings in the teapot of ancient memory. Or they may lose their money through investment in wildcat securities—a mistake which the banker would gladly guard them against. Use of the bank, Mr. Wade holds, is essential if one is going to be on the safe side in his financial affairs. Therefore, the bank has an advertising duty that it should not ignore.

This is an unusual way of looking at the thing. But, after a little thought, the sound logic of what Mr. Wade says will be apparent. Everybody is in business to make money, but he is not going to build his prosperity on a lasting basis unless what he has to sell fills a public need and contributes, at least in a measure, to the happiness and well-being of humanity at large. If this is so, he is performing a public service when he tells people about what he has to sell.

The present-day opportunities for advertising of the mutually helpful kind are surprisingly numerous. Thousands of people in their old age have to depend upon the sometimes questionable generosity of their children or become public charges because advertising preaching the message of thrift never reached them. Any number of people do not own their homes because they are not aware of the modern financial machinery of which they can take advantage. Many a retailer struggles along with one foot in his commercial grave and is denied the happiness of attainment because he never has understood just how to use the facilities his manufacturer or jobber gladly would afford him.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS.

Liggett & Myers Tobacco Co.

(*Fatima, Chesterfield and
Piedmont Cigarettes*)

Johns-Manville, Incorporated

Western Electric Co.

American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

NOTE: We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.

Sales and Advertising Executives consider PRINTERS' INK their "Clearing house of ideas"



The advertising of the Armstrong Cork Company is handled by George Batten Company. The PRINTERS' INK Publications will carry your sales message direct to those who buy or influence the buying in these organizations.

The following individuals of The Armstrong Cork Company are readers of either PRINTERS' INK or PRINTERS' INK MONTHLY, or both, as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
H. W. Prentis, Jr.	<i>Sales Manager</i>	Yes	Yes
S. E. Gonybeare	<i>Advertising Manager</i>	"	"
J. C. McCarthy	<i>Asst. Adv'g</i>	"	"
A. K. Barnes	<i>Sales Promotion Mgr.</i>	"	"
W. W. Herrold	<i>Advertising Dept.</i>	"	"
Kenyon Stevenson	<i>House Organ Editor</i>	"	"
P. G. Lambert	<i>Advertising Dept.</i>	"	"
J. L. Knipe	" "	"	"

* Information furnished by the Armstrong Cork Company.

George Batten Company individuals who are readers of PRINTERS' INK or PRINTERS' INK MONTHLY, or both, as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
Wm. H. Johns	<i>President</i>	Yes	Yes
Wm. J. Boardman	<i>Vice-President</i>	"	"
Starling H. Busser	" "	"	"
Chas. J. Babcock	" "	"	No
J. VanL. Wyckoff	<i>Treasurer</i>	"	Yes
F. M. Lawrence	<i>Secretary</i>	"	No
S. W. Page	<i>Promotion Manager</i>	"	Yes
R. W. Barnwell	<i>Account Executive</i>	"	No
C. T. Adams	" "	"	"
W. C. Becker	" "	"	Yes
Myron C. Leckner	" "	"	"
C. B. Perry	" "	"	"
J. W. Reed	<i>Office Manager</i>	"	No
R. F. Owsley	<i>Space Buyer</i>	"	Yes
H. C. Brandau	" "	"	No
Hugo Parton	<i>Copywriter</i>	"	"
A. P. Ascherl	<i>Art Department</i>	No	Yes
J. O. Smith	" "	Yes	No
H. J. Lattemann	<i>Production Manager</i>	"	Yes
W. B. Turner	<i>Outdoor Department</i>	"	"

* Information furnished by the George Batten Company.

The Little Schoolmaster's Classroom

A STORY told the Schoolmaster by F. W. Foulds, president of the Foulds Company, macaroni manufacturer, shows how some manufacturers automatically restrict the markets for their products through failure to specify how the products shall be used.

Mr. Foulds was entertaining a family party at a Sunday dinner, the main feature of which was roast lamb. The guests praised the lamb and its trimmings—particularly the gravy, which seemed to be just about the last word in brownness and tastefulness.

"Yes," spoke up Mrs. Foulds, "we put some Kitchen Bouquet in the gravy. That is what makes it so brown."

Whereupon all the guests called for extra helpings, thinking they surely were getting an unusual treat of gravy thus prepared.

"But their pleasure was only imaginary," says Mr. Foulds in relating the incident to the Schoolmaster. "Mrs. Foulds told me the cook had put in with the roast only three or four drops of the Kitchen Bouquet, and this of course was not enough to make any difference at all. I told her she should have used at least half a teaspoonful. This was done next time and the result was good indeed.

"The Kitchen Bouquet Company had just become a part of the Foulds Company, and we were undertaking a big merchandising campaign for the product here in Chicago. The little home experiment taught me something interesting. We had begun the distribution of samples, but immediately recalled these and placed on each bottle directions for using the preparation in larger quantities. Printed matter that was ready to be sent out was revised in the same way.

"The incident also caused us to make a survey among grocers to find out the extent to which

Kitchen Bouquet had been sold. Nearly every grocer said he had a market for it, but sold comparatively little, each bottle seeming to last a long time. The reason of course, was that people used too little at a time. By using more they would get more pleasing results and naturally would increase their purchases, because of the added pleasure, and also because the bottle would go faster when measured out by the teaspoonful rather than by the drop.

"And you may be sure," says Mr. Foulds, "that we will not fall into the mistake of advising our customers to use less than they should to get the right kind of results."

"Feel Tired These Warm Mornings?" asks the Morton Salt Company. "There's nothing like a good salt rub to put life and enthusiasm into you." Then follows a brief description of the *modus operandi* of the salt rub finishing with: "Keep Morton's in the bathroom."

Salt has been used for thousands of years. It is the most staple of staple articles. And yet it has uses with which few are acquainted. If salt can do a little marketing broadening on its own account through new-use advertising, perhaps there is some hope for those items which are marketed only within narrowly prescribed boundaries.

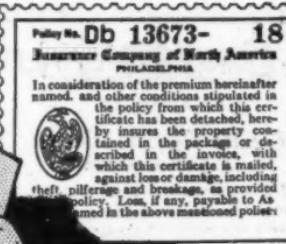
While we are on this subject of new-use advertising, the Schoolmaster would like to call the Class's attention to an Esmond blanket advertisement. The day on which he came across this piece of copy was terrifically hot. But the advertisement was not out of tune with the weather. As a matter of fact it was very timely, for the Esmond Mills advertised: "Take blankets with you on every outing."

Here are some of the reasons why Esmond believes blankets are

Insure your parcel post packages



as you pack them



AS soon as your Parcel Post package is shipped it becomes one of thousands in transit. Insure it against loss or damage.

Enclose a coupon from a North America Coupon Book with *every* parcel. It becomes insured automatically—no details to annoy. Entry on stub is your shipping record. Claims settled promptly.

Insurance Company of North America PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

MAKING SHIPPING SAFE FOR SHIPPERS

Insurance Company of North America,
Third and Walnut Streets, Philadelphia, Dept. W7.

Name _____

Street _____

City _____ State _____

Wants Information on Parcel Post Insurance.

Founded
1792



Pin this cou-
pon to your
letterhead

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Stats.	
ment, Six Months Ending	
March 31, 1923.....	166,300 daily
Six Months Ending Sept.	
30, 1922.....	145,953 daily
Increase In Daily Average	
Circulation	20,347

It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York
 G. Logan Payne Co., 401 Tower Bldg.,
 6 No. Michigan Ave., Chicago
 A. J. Norris Hill, 710 Hearst Bldg.,
 San Francisco, Cal.

**Plans—Schedules—Reports
 Letters—Records—Estimates**

All valuable advertising papers should
 be bound neatly and staunchly with an

AJAX EYELET FASTENER



Punches hole, inserts and clinches Ajax Eyelets all in one operation. And every eyelet stays put.

All advertising agencies and departments need the Ajax Eyelet Fastener.

Order from Your Stationer or Direct.

MACHINE APPLIANCE CORP.
 351-353 Jay St. Dept. P.I. Brooklyn, N.Y.

PITTSBURGH

A native born Pittsburgher with years of advertising soliciting and general selling experience; one who knows the Pittsburgh district from A to Z; a man who can organize and direct men and women in obtaining maximum results; is desirous of being appointed a direct representative of a publication, a manufacturer or of any corporation, firm or individual producing anything of real sales merit. Write

ALBERT I. KLINEMAN,
 Union Trust Building,
 Pittsburgh, Pa.

an outing necessity: "They offer a soft couch. They keep summer frocks from soiling. They make a clean, attractive spread on which to serve the picnic lunch. They furnish grateful warmth when cool evening breezes blow."

New-use advertising is one of the speediest vehicles to new markets, and the Schoolmaster is not fearful of seeing too many passengers board this merchandising express.

* * *

Agents for the Oakland automobile are just now very much excited over the latest advertising idea launched in behalf of the car in newspapers.

Maps are presented, each one representing some familiar tour of not less than 15,000 miles, and the course of the speeding automobile designated by arrows. When an Oakland driver closes the deal, he is given a written guarantee, the details of which are covered in this paragraph or two quoted from a recent newspaper advertisement:

"Around the rim of the United States, across the continent, and half way back again—that's the length of a tour you can take in an Oakland 6, protected in writing at no cost to you, against excess oil in the combustion chamber—the most common source of engine trouble. And that's only a conservative minimum. It has cost Oakland less than one cent per car to make good on this liberal guarantee."

The success of the idea appears to concentrate in visualizations of the distance an Oakland owner may go, protected by a guarantee. Merely to say "15,000 miles" is not so compelling, so significant, as showing, in picture form, just what a distance it is.

* * *

Various movements, societies and Government agencies, desirous of improving the condition of the farmer and of showing him the wisdom of modernism in all his undertakings, have found that pictures are more potent than words. One Government department made

Our Business Manager Is Leaving Us— Some Agency Needs Him

Some advertising agency can use this man very profitably. During his six years with this 4A agency he has been successively auditor, office manager, space-buyer, and business manager. He has had 12 years' experience in space-buying and agency finance.

His all-around experience and ability would make him especially valuable for a small or medium-size agency, where he could handle the work of auditor, space-buyer, and office manager. His personal qualities include loyal devotion, unflagging industry, and a splendid memory. No man is more highly regarded by publishers' representatives.

Because of conditions which do not in any way reflect upon him, he is leaving us, and we are most happy to do everything we can to facilitate his securing a new and congenial connection.

New York preferred. Salary and other details on request. Address "Agency President," Box 285, c/o Printers' Ink.

July 5, 1923

"Greatest Lumber
Newspaper on
Earth."

American Lumberman

Published
In CHICAGO
—Read wherever
lumber is cut or sold.
Member A. B. C.

Proprietary Medicine
Manufacturers large and small all
read and rely on the trade paper
of their industry.

"Standard Remedies"
(440 South Dearborn, Chicago)

Circulation Manager WANTED

By publisher of several monthly business papers totaling 50,000 circulation. Should be competent to employ and handle field agents, plan and handle mail campaigns, maintenance details, etc. To insure proper consideration, tell your full story in first letter.

Address "D. K." Box 289
Care of Printers' Ink



This is ONE of the many attractive values illustrated in our new catalog of Office Supplies, Advertising Novelties, Name Plates, etc. If you have not received our Catalog W-23, ASK FOR IT on your business stationery.

L. F. GRAMMES & SONS, Inc.
312 Union St. Allentown, Pa.



this observation to the Schoolmaster:

"In whatever form we put written messages, the farmer seems to look upon them as garrulous lecturing, and is either resentful or indifferent. But with pictures it is different, and particularly when the picture can be humorous, a cartoon. By mixing a smile with a lesson we win the sympathy of our audiences."

A characteristic example is that of a cartoon poster issued to farmers to encourage them to use a better grade of seed potatoes for their crops.

On one side is shown a pathetically thin and emaciated mother potato, surrounded by a few pitifully thin, scrawny potato children. On the other, a very fat, hale and hearty mother potato is surrounded by a large brood of husky young tubers, all in the healthiest mood.

Says the anemic potato mother to her neighbor: "How do you raise such a large family, Mrs. Certified Potato? I do not seem to have strength enough to do it." Whereupon the other replies: "It is only a matter of breeding and health, Mrs. Common Seed. I was one of ten in our family—all my sisters have eight or ten children.

* * *

While dealer "helps" have been in existence for many years the Schoolmaster believes that no one has attempted to define exactly what is meant by dealer "helps". In general it may be said that a dealer "help" is any piece of advertising matter, display, showcase or other accessory furnished by the manufacturer to help the retailer to sell either the manufacturer's product or any other product in the store. There has recently come into existence what might be called a farmer's "help". Just as dealer "helps" are designed to help the retailer to sell, farmers' "helps" are intended to help the agriculturalist to sell.

Readers of the Classroom know that for years it has been the custom of several advertisers to put out what are known as user signs. These signs announce

the Schoolmaster seems to put writing on the wall. He seems garrulous and resentful. In his picture particularly, he is humorous, smiling and sympathetic.

The Western Electric Company has been using signs of this sort which read, "Western Electric Power and Light Used Here."

An enterprising dealer for this company attached this conventional sign to a blackboard and was distributing it in this form to Western Electric rural users. The farmer provided with this contrivance has a real reason for the display of the sign.

The blackboard assists him in announcing what he has for sale to people who are passing his homestead. In a recent issue of the Western Electric "Matchless Times," the company shows one of these signs, together with a picture of the farmstead where it is displayed. The farmer who is

shown is emaciated and bedded by a awny person. The other, a ty mother by a large tuber, is not seen to do it. replies: "I am a widow. I have all my children."

have been years the at no one exacte r "helps" said that a ce of ad y, show furnished help the he manu many other There ha ence wh e's "help" are de ter to sell intended to sell, som know in the cu ers to g as user bounces

Experienced Man

Desires new connection as advertising manager with growing concern. Prepare campaigns, write copy, manage department and merchandise advertising.

Address

"A. G." Box 286, Printers' Ink

New York to Chicago

I am an officer and manager of a New York corporation which manufactures high-grade building material, but for personal reasons wish to locate permanently in Chicago. In having full charge of factory, finances and sales I have put business on a sound profitable basis. I understand advertising in all its branches and am in a position to serve a reliable company which desires a Chicago manager. I am 33 years old, married, energetic and will appreciate an opportunity for an interview. Address "T. D.", Box 283, care of Printers' Ink.

Population 69,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

LIMITED

TORONTO
Lumsden Bldg.

MONTRÉAL
275 Craig St. V.

July 5, 1923

Letter Heads

LITHOGRAPHED—INEXPENSIVE

Is your letter head so cheap
that it cheapens your influence?

WALLACE P. HUKILL
NEW PHONE No. BARCLAY 8676
28 WARREN STREET NEW YORK

TO RENT DESIRABLE FOR PRINTERS, etc. CHICAGO

321 S. Jefferson St., 4-story and basement
heavy (mill construction) building, 25x150
(18,750 sq. ft.), splendid light, steam
heat, electric freight elevator.

WILLIS & FRANKENSTEIN
110 S. Dearborn St. Central 5753

CONSTRUCTION SUPERVISOR AND BUILDING MANAGER

If you or advertising clients have a building construction program to put through expeditiously and economically, one that demands experience and knowledge in Buying, Building, Construction, Engineering and Architecture, and that may also require a permanent manager to maintain after construction is completed. I am competent to fill such a position. If interested, detailed information concerning qualifications will be presented. Address "R. B.", Box 281, care of Printers' Ink.

SCHWARTZ INSTANT TYPESETTING CHART

Copyright 1923 by Michael W. Schwartz

COPY WRITERS	LAYOUT MEN	\$1
TABLES showing how many words and what size type will go in any amount of space in an instant without figuring.		
cents each size chart—from 5-pt. to 36-pt.		
When ordering state whether solid, 1-pt., 2-pt., 4-pt., or 6-pt. leaded, and what size chart.		
Complete set of Charts, Tables and Binder, \$25.		
Free trial of Set for 10 days on deposit of \$5.		
80 MAIDEN LANE - NEW YORK CITY		

Why don't you become an Advertising man or an Advertising woman? Satisfying returns for good work! Don't you want the training which will enable you to earn a good salary? Ask for the free prospectus of that training. Address Instructor in Advertising, BRYANT & STRATTON COLLEGE, Buffalo, New York

using the sign announces on the blackboard that "Eggs fresh from the nest" may be obtained at 85 cents a dozen.

It seems to the Schoolmaster that here is an entirely new field for advertising signs. Since farmers who are fortunately located on well-traveled highways are succeeding in disposing of a good percentage of their produce to passers-by, such farmers will be only too glad to use any "helps" with which manufacturers may supply them.

Jewish Monthly Has New Owners

The Jewish Woman's Home Journal, New York, a monthly publication printed in Yiddish and English, has been bought by Jacob Ginsburg and Norman J. Ginsburg, who also are the publishers of the Philadelphia Jewish World, a daily newspaper.

Paul Hoffman will continue as advertising manager of The Jewish Woman's Home Journal, which will be under the direction and general management of Nathan Fleisher.

Charles Chidsey Joins Rogers & Company

Charles Chidsey has joined the New York staff of Rogers & Company, producers of direct advertising. He was formerly advertising manager of the Turner Construction Company, New York.

Charles W. North with David B. Hills

Charles W. North, for the last six years art director of Walter B. Snow and Staff, Boston advertising agency, is now associated with David B. Hills, advertising art service, New York.

Howell Cuts
for housewives
direct mail and
other advertising
Charles E. Howell, Fisk Building, New York

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY
Harris-Dibble Company Bulletin of Publishing Properties, 297 Madison Avenue, New York.

FOR SALE—Babcock Optimus printing press, single color, bed size 42x62, complete with motor and starting box. First-class condition. J. B. Singer Co., 396 South Second St., Brooklyn, N. Y.

SOUTHERN AGENCY handicapped by a limited organization desires connection enabling it to give clients complete service. Excellent reputation, splendid possibilities. Box 378, Printers' Ink.

WANTED
A Second-hand Colt's Armory Job Press
WESCOTT RULE COMPANY, INC.
SENECA FALLS

Litchfield
KNOWS

Printing Machinery and Supplies
New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

**SPACE FOR
PAPER STORAGE
NEW YORK CITY**
6,000 sq. ft. unlimited floor load.
THE CONSOLIDATED EXPANDED METAL
COMPANIES
537 W. 35th Street, New York City

Monarch Films


**ADVERTISING AND
DEALER HELP FILMS**

Owning your own business. Attractive advertising proposition paying 100% gross profit. Exclusive territory assigned. Film advertising experience valuable, but not necessary. Complete information furnished.

The Monarch Film Co., Inc.
Dept. B. Osage, Iowa

**PERIODICALS, HOUSE ORGANS,
CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

ATTENTION, PUBLISHERS
SPECIAL AGENCY in Philadelphia can handle several reputable newspapers and trade publications. Experienced and capable organization. Bank references. Address John Baughman, Real Estate Trust Bldg., Philadelphia, Pa.

HELP WANTED

Assistant and secretary to Advertising Manager. One who can write house-organ copy and who has knowledge of make-up preferred. Box 376, care of Printers' Ink.

Wanted—A man who has made a success, who knows how to write copy and make-up, is not watching the clock and wants to advance. Address Box 357, Printers' Ink, Chicago Office.

An ambitious, educated young man or woman with some advertising experience who would like to get first-hand consumer-contacts through the sales-advertising department of a high-class, progressive New England retail store can find opportunity here for learning much, for advancement and for a pleasant, permanent location at fair-salary-to-start. Give full details of age, experience, salary desired, etc. Box 369, Printers' Ink.

ADVERTISING MAN

A progressive, old-established Ohio concern making a well-known line of Food Products, Toilet Preparations and Household Necessities has an opening in its Advertising Department for a man not over 35 years of age who has had experience in writing Sales Manuals and General Sales Literature. Position offers unusual opportunities. Give full account of experience, age, salary, etc. Box 360, P. I.

ADVERTISING SALESMAN

The foremost paper in its field has need of an unusual combination; a young man who knows the commercial marine field, the modern developments in oil-powered ships, who can sell advertising space and can do it in the face of keen competition and a momentarily dull market; there's a fine job for the right person; it pays salary, expenses and a bonus. It's for a go-getter, and only such can make it pay. Address "Permanent," Box 366, Printers' Ink.

July 5, 1923

Wanted—Experienced representative for one of largest trade papers in country and leader in its field. Territory to embrace Pennsylvania and Ohio with residence in either Cleveland or Pittsburgh. State salary in first letter. Box 361, Printers' Ink, Chicago.

DESIGNER-LETTERER

Splendid opportunity with the most progressive printing plant in the East, specializing in Direct Advertising, is offered to man with proven ability as a designer-letterer who has an active creative sense. Box 371, Printers' Ink.

CLASSIFIED SALESMAN

for new department; some experience, ability to plug, thorough belief in classified prime essentials. Basic salary \$25; very generous commission on new contracts and lineage increase. Start immediately. State experience, send photo or description. Do it now. Box 368, P. I.

Estimator—We have an opening in our organization for a capable young man or woman who is familiar with estimating lithographed window displays and posters. This is an exceptional opportunity for the right person to develop a very important position. We are located near Newark, New Jersey. Write, stating salary and all particulars in first letter. Box 367, Printers' Ink.

Wanted—House-Organ Editor. An excellent opportunity exists in a large financial institution in Northern Indiana for an ambitious, well-educated young man of literary turn of mind to edit an employes' house-organ, and assist in the social and athletic functions of Personnel work. Applicant should have had some experience in work of this nature, as well as an understanding of the mechanical features of copy layout and arrangement. The position will pay a moderate salary to start, with excellent opportunity of developing into Personnel or Publicity work. In answering, kindly furnish us with complete information, including age, education, experience, nationality and salary expected. A photograph should accompany application if possible. Box 372, Printers' Ink.

A-1 Copy Writer Wanted Mail Order Experience

A Cleveland agency needs a bright, aggressive, thoroughly experienced and successful writer on diversified dealer and mail-order accounts. Age 32 to 40. Don't reply unless you have had at least five years' experience and have plenty of business-building ideas. This is an A.A.A.A. agency, soundly financed, and offers an unusual opportunity for the future. Send samples, state salary expected and experience. Box 362, Printers' Ink.

ARTIST—Machinery manufacturer requires man for line and wash drawing and for photo-retouching.

Will also be required to take photos and help out with advertising department routine. Good salary and excellent possibilities. Box 356, Printers' Ink.

PHOTO-ENGRAVING SALESMAN

WE HAVE A POSITION OPEN
ON OUR SALES FORCE
THE GILL ENGRAVING COMPANY

\$100-A-WEEK COPY WRITER WANTED

In these times, a hundred dollars a week as a starting figure should attract a copy writer with agency experience who can be assigned a new account to handle from beginning to end (and shouldn't be any end). The man will likely be young and possibly in some big organization where the chief hasn't proper opportunity to recognize talent.

The hundred dollars (simply a start, mind you) will cheerfully be paid by a well-established, rapidly expanding agency in a Southern city that's a fine place to live in.

Box 375, Printers' Ink.

Assistant to Art and Engraving Executive

A young man of ambition and energy, between 25 and 30 years, qualified by ability and experience to handle a large volume of commercial art and engraving detail, rapidly and correctly.

Must be unusually keen in follow-up and schedule maintenance, quick to detect errors in instructions and charges and have practical knowledge of processes, estimating, costs and cost control.

Sound business judgment is an important essential, combined with the faculty for getting results in a large organization, without friction or lost motion.

The amount of detail involved and the necessity for accurate distribution of charges calls for a systematic, methodical mind, yet there is ample opportunity for the exercise of originality and initiative. This position calls for a seasoned man, one who has probably gained his experience in the production department of a large agency or with a high-class art and engraving concern, or both.

The opportunity is in Chicago and with a young organization in an old established business.

Write fully and your letter will be held in strict confidence; returned if desired.

Box 370, Printers' Ink.

POSITIONS WANTED

COMBINATION MAN, artist and writer; now editor of art monthly. Can care for employees' magazine or house-organ. Reasonable rates. Room 1627, 21 Park Row, New York City.

PUBLISHERS' REPRESENTATIVE

is in a position to represent a worthwhile publication in Philadelphia and vicinity. Box 359, Printers' Ink.

AM ON LAST LAP

of I. C. S. Complete Advertising course. Young man, creative, inventive imagination; convincing writer, wishes practical experience. What have you? Box 355, P.I.

ACCOUNTANT-BOOKKEEPER

Advertising agency experience, capable to assume full charge. Recommended by prominent N. Y. C. advertising agencies. Moderate salary acceptable. Box 364, P.I.

COPY WRITER

Eight years copy chief New York agencies. Expert on sales promotion. Box 373, Printers' Ink.

Chicago Representation

I am in New York for personal interview with publisher desiring a representative in Chicago. Box 374, P.I.

TECHNICAL and Trade-Paper Advertising Writer

At present in charge of publisher's service department. Engineering and industrial sales training and practical experience in engineering. Seeks an opportunity with manufacturer or agency. Box 380, Printers' Ink.

ADVERTISING MANAGER AVAILABLE with years of successful selling, sales promotional direction, dealer help and merchandising experience to offer as well as mature experience in national and smaller advertising campaigns. Prefer East, good personality, age 42, salary \$5,000. Box 358, Printers' Ink.

AN EXPERIENCED EXECUTIVE NOW EMPLOYED

by an Advertising Agency in an interior Western city would be interested in a change to a larger field. Over five years' experience in selling advertising, copy writing, and continual contact. Salary and commission. Address Box 381, P.I.

Sales and Advertising Manager

Twentieth century go-getter available Aug. 1st. Wonderful executive ability, having a multitude of experience, particularly with drug and toilet goods trade accustomed to handling large force of men and big advertising campaigns. Keen on using twentieth century methods of merchandising. Only interested in a proposition of merit that can offer a future, based on business built up. References gladly furnished and full details given at interview. Box 365, Printers' Ink.

WE CONNECT THE WIRES

ENTIRE ADVERTISING RANGE, retail and national, from plan to creation and distribution, covered in ten years by our No. 68-B. Production has included newspaper and magazine copy and layouts, dealer aids, catalogs and house organs. Has bought art work, engraving and printing; sold merchandise, space and service; a capable executive. Age 33, college trained. Asking \$3,600.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

I KNOW AN ART DIRECTOR is somewhere looking for an artist full of energy—to make strong layouts and color roughs—who KNOWS reproduction. Box 377, Printers' Ink.

Agency man experienced in copy, contact, planning, managing. Age 35, Christian, university education, good business record. Available on short notice to Chicago agency or manufacturer. Box 363, Printers' Ink, Chicago Office.

FACTORY AND OFFICE SYSTEMATIZING AND MANAGEMENT.
EMPLOYMENT AND PERSONNEL MANAGER.

INSTRUCTOR IN SELLING AND BUSINESS ADMINISTRATION.
SALES PROMOTION AND ADMINISTRATIVE EXECUTIVE.

Who wants a man who at different times in his career successfully filled and who could be depended upon to produce worthy results in any of the above or similar positions?

Advertiser of late was head of own company, is 38 years of age, college graduate, and would consider possible opportunities more than initial salary offered. Address Apartment 24, 575 Riverside Drive, New York City.

Can You Qualify As My Future Chief?

A BROAD-VISIONED agency or sales executive willing and able to pay well at the start and keep my financial end parallel with my success, can procure the services of a married man, 36 years of age, who has risen from the ranks to an important New York agency position as

Plan, Copy, Production and Contact Executive

One who is practically a producing advertising manager and who has been on the wholesale, manufacturing, retail and mail-order sectors of advertising and merchandising campaigns. Whether opportunity is now or in the fall, write to Box 379, Printers' Ink.

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Where is the Old Family Circle



here it is

Outdoor
Advertising

Thos. Cusack Co.

CHICAGO
Harrison, Loomis
and Congress Sts.

Branches in 49
Principal Cities

NEW YORK
Broadway and 5th Av.
at 25th Street

Only Snow Covers Chicago Better Than The Tribune —and you can't use snow for advertising

IN a recent investigation 2,450 Chicago homes were called on the phone and asked what newspaper was read by the family.

Out of this total (distributed quite uniformly among all telephone exchanges) 1,956, or 76%, were Chicago Tribune readers. The second paper had 58%.

In one exchange 100% of those chosen by lot were Tribune readers and in a number of exchanges in better class districts the percentage of Tribune readers exceeded 90.

These figures explain why The Chicago Tribune is able to carry the entire burden of so many campaigns in this market.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.,
NEW YORK CITY

Tribune Bldg.,
CHICAGO

Haas Bldg.,
Los ANGELES